

Mr. Raju B. Gurule 2018-19

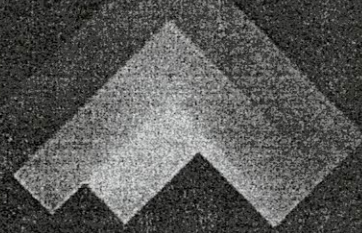


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19. To Study the Awareness of Consumer Protection Act in Shrivardhan Taluka

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Abstract

The traders/ Businessmen for making the huge profits follow unfair trade practices, adulteration in consumable product, low quality of goods, wrong advertisement and exploit the consumers. The trader unions are working at every place to support to their member traders. So, for protecting consumer rights and interest the consumer protection act implemented in 1986 in India. Shrivardhan is a rural taluka where literacy level is good but education level is very less. In shrivardhan taluka many of the traders are trying to exploit consumers by charging high prices for lower quality goods, by making adulteration in food items etc. but the consumer is not going to use the Consumer Protection Act. The main reason which is found that, buyers are not knows the process to file the complaint in consumer redressal forum. The people who knows the process to file complaint in redressal forum are not interested to do, even if they are victim of unfair trade practice. Peoples not want to take additional tension of the court.

1. Introduction

Shrivardhan is one of the famous tourist places in Raigad District of Maharashtra state (also known as Dakshin Kashi). The Population of shrivardhan taluka as per census 2011 is 83,027 and the literacy rate is 82.32%.. Most of the area of the Shrivardhan is covered by forest and mountains. The Arabian sea is at eastern part of the taluka. The fishing and farming are the main professions of shrivardhan taluka. Shrivardhan and Borli are two main market places of taluka where most of the peoples are prefer to purchase all types of goods and services. Each and every person in the world is a consumer. Every person needs goods and services to live life. It is called that the customer is the king of Market. Today, in the era of globalization and information technology the online market is growing rapidly and unfair trade practices are also growing very fast. Consumer exploitation is done in case of online as well as in local markets. Most of the consumers in rural area are victims of these practices. So to protect the consumer's rights and interest the consumer protection Act is introduced in 1986.

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2. Objectives

- 1) To study the rights of consumer under consumer protection Act.
- 2) To know the awareness regarding consumer protection Act in Shrivardhan Taluka.
- 3) To study the awareness regarding product among the consumers of Shrivardhan Taluka.

3. Methodology

The present study is based on secondary data which is collected from books, journals, research articles, internet, newspapers, magazines etc. This study is also supported by a primary data which is collected through questioner, discussions, observations, personal interviews etc.

4. Limitations of the Study

The present study is geographically limited with Shrivardhan taluka of Raigad district of Maharashtra state. The present study is conducted to study the awareness regarding electrical/ electronic and consumable product only. The study is limited to know the awareness regarding consumer rights and consumer protection act.

5. Rights of the Consumer

Consumer is a person who consumes or uses any types of goods and services. It may be consumable, durable or any type of services. Consumer protection Act is implemented in India in the year 1986. After implementation time to time amendments are made as per the requirement. The Act came in force to protect consumer's right regarding the hazardous product for life, exploitation and unfair trade practices followed by the businesses. This act has given the some rights to the consumer regarding they purchase the goods and services. Following are the rights of the consumer.

- 1) The Right to be protected against marketing of goods which are hazardous to life and property.
- 2) The right to be informed about the quality, quantity, potency (strength/ effectiveness), purity, standard and price of goods to protect the consumer against the consumers against the unfair trade practices.(false Advertisement/ any business practice which is deceptive, fraudulent or harmful to the consumer)
- 3) The right to be assured, whenever possible, access to variety of goods at competitive prices.



- 4) The right to be heard and to be assured that consumers interest will receive due consideration at appropriate forums.
- 5) The right to seek redressal against unfair trade practice or unscrupulous exploitation of consumers
- 6) Right to consumer education.

Following amendments added in the Amendment Act 1993 and 2002

- 7) The right to be protected from unfair trade practices, as defined under section 36A of The Monopolies and restrictive Trade practices Act, 1969.
- 8) Protection from spurious (false/bogus) goods or offering such goods for sale or adopting deceptive practices in the provisions of services.

In case of any dispute arises in between the consumer and the trader or businessmen or service provider regarding service, quality of goods, quantity of goods, guarantee, warrantee etc. and consumer feels that the goods or services are not as per the contract / as mentioned by trader etc. The buyer will goes in to trouble because money has been paid but required type of goods and services are not received. The buyer is aware about the Indian judicial system which is time consuming and hence the act provided simple, quick medication, to claim, compensation and to protect interest of buyer the act established various redressal agencies at different levels. The various agencies are as follows.

Sr. No.	Amount of Compensation	Where to Apply
1	Up to Rs. 20 lacks	District Forum
2	Above twenty Lacks to One crore	State Commission
3	Above One Crore	National Commisiion

The buyer can file complaint by paying nominal fees with forum. The forum decides within 21 days that the complaint is admissible or not. The same decision is communicated to the party. If the case is admitted the explanation from opponent will be demanded within a stipulated period.

6. Data Analysis and Interpretation

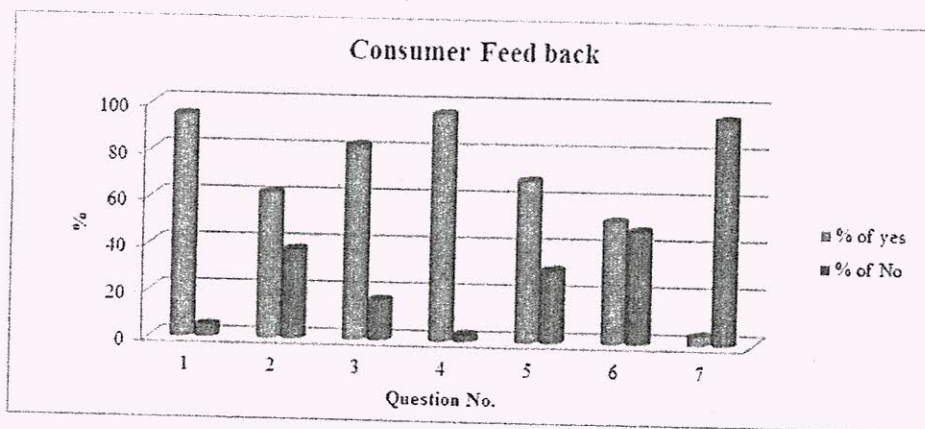
The researcher has collected primary data through questionnaire. The respondent is selected randomly from different age groups, profession, sex, income groups and different villages from Shrivardhan taluka. The researcher has collected the questionnaire from 77 respondents from the Shrivardhan taluka. The researcher has tried to know the awareness

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regarding product i.e. quality, quantity, M.R.P., guarantee/ warrantee etc. He also tried to know the awareness regarding consumer protection Act. The following table shows overall trend of consumer awareness regarding product and consumer protection Act.

Table No.1 Showing Analysis of Questionnaire

Sr. No.	Question	Total Respondents	No. of respondents saying yes	No. of respondents saying No	% of yes	% of No
1.	Do you examine expiry date?	77	73	04	95	05
2.	Have you cross checked weight?	77	48	29	62	38
3.	Are you taken warranty/ guarantee card?	77	64	13	83	17
4.	Do you check MRP?	77	75	02	97	03
5.	Have you noticed the adulteration?	77	53	24	69	31
6.	Are you Aware about consumer court	77	52	37	52	48
7.	Have you filed a case in consumer court?	77	03	74	04	96



Graph No.1 Analysis of Consumer Feedback

The above table and graph shows that 95% consumers examines the expiry date, 83% people are collecting the guarantee/ warrantee card, 97% examining the MRP and 62% consumers cross checked the weight mentioned on the pack. So the data trend shows that the maximum buyers are aware about the product.

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In case of adulteration in consumable product, 69% consumer knows that the trader has done adulteration in the product. 52% consumers know that the law is existed to protect the consumer right but only 4% buyer have filed the case in the consumer court. It means the consumer aware that the trader is doing unfair trade practice but he is not coming in front to file the case in the consumer forum.

7. Conclusions and Suggestions

The buyer of the Shrivardhan taluka is aware about the product quality, quantity, MRP, warranty and warrantee. The consumer also knows about adulteration in food items. He complains only with the shopkeeper. The buyer generally purchases the goods with suggestion of the shopkeeper. When the goods found difficult they went with the trader and the trader settles the problem. The buyer is a local person and trader also coming from local area so most of the people thinks that, why should we break the relationship?

The consumer knows that the system is existed to protect the consumer rights and interest but he is not daring to file the case. Most of the peoples unknown about how to file the complaint in consumer court, where the consumer court is situated and most important thing is everybody known about Indian judicial system. Maximum people think that the same process is required in consumer court. Hence, the consumer hesitates to go in the redressal forum. The consumers need to be moral support to file take the decision. So, if the consumer union is established in Shrivardhan to support to the consumer and to create the awareness regarding how to file case in consumer court and regarding fees of court is needs to be created. Instead of one forum at district if established two to three forums in one district it will be beneficial to the consumers.

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