

**“CONSUMER AWARENESS AMONG  
UNDERGRADUATE STUDENTS - A STUDY IN  
HANAMKONDA TOWN”**



**JIGNASA - STUDENT'S STUDY PROJECT-2018**

By

**BA II (JMC) 2018-19**

Under the Supervision of  
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DEPARTMENT OF ECONOMICS  
KAKATIYA GOVERNMENT DEGREE COLLEGE HANAMKONDA

## **CERTIFICATE**

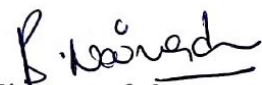
This is to certify that the study project entitled “**Consumer Awareness among Undergraduate students - A study in Hanamkonda town**” carried out by our students BA II JMC 2018-19 Academic Year under the supervision of Smt. **Dr. B. Indira Nainadevi**, Assistant Professor of Economics, Department of Economics, KGC Hanamkonda for **JIGNASA** Study Project.

**Place: Hanamkonda,**

**Date: 31-12-2018.**

  
*Signature of HoD*  
Ch. Raju

  
**PRINCIPAL**  
*Signature of the Principal*  
**KAKATIYA GOVT COLLEGE**  
**HANAMKONDA - 506 001**

  
*Signature of the Supervisor*  
B. Indira Nainadevi

## Contents

	<b>Pages</b>
<b>Chapter I</b>	
1. Introduction	4-6
2. Need of the study	6-7
3. Aims and objectives	7
4. Review of Literature	8
5. Methodology	9
<b>Chapter II</b>	
6. Data Analysis	10-23
7. Summary of Key findings	24
8. Conclusion and Recommendations	25
9. References	26
10. Questionnaire	27-28
 <b>List of Tables</b>	
1. Table. 1- Meaning of MRP Table	11
2. Table 2– Bargain on MRPs	12
3. Table: 3- Checking of Mfg/Exp, Ingredients and Standardization	13
4. Table: 4-Promotional offers	15
5. Table: 5- Factors induce a consumer to buy a new product	16
6. Table: 6- Insisting of Cash memo at the time of purchase	17
7. Table: 7- Purchasing from Online shopping/ Irregularities in Online shopping	18
8. Table: 8- Complaints against dissatisfaction	19
9. Table: 9- Was your complaint attended to your satisfaction	20
10. Figure: 10- awareness of Consumer Courts	21
11. Table: 11- Awareness of Consumer Rights Act 1986	22
12. Table: 11- Awareness of Consumer Rights Act 1986	23

## Chapter I

### I. Introduction

Consumer plays a vital role in the development of a country. Consumer by definition is someone who acquires goods or services for direct use or ownership rather than for resale or use in production and marketing. Globalization, liberalization and privatization have transformed the Indian economy into vibrant and rapidly growing consumer market. As the disposable income of the people is growing more and more, many corporate houses are entering into the Indian markets with their new goods and services.

It is very difficult to make an effective choice among the immense amount of products and services available with variation in the quality of products and services, especially the vulnerable groups such as women and children, students, farmers and rural families may not always be able to choose the right product that meets their personal needs. Therefore, consumers should be protected from the deceptive and unfair trade practices.

India being a large country of 1.25 billion populations, with majority living in rural areas, government has been creating awareness on consumer rights through “Jago Grahak jago” campaign. This multimedia awareness campaign is designed to educate the consumers on various issues related to consumer rights and responsibilities across diverse subjects. Despite that, unfortunately consumers are being cheated by the greedy sellers and manufacturer by black marketing, misleading advertisements, over charging, sub standard quality, adulteration and impurities.

### **Consumer awareness**

Consumer awareness means providing awareness to the consumers on difference aspects of consumption. It is a broader and wider concept. The concern of consumer protection is to ensure fair trade practices and efficient services to the consumers with regard to quality, quantity and price for their choice. A market economy can function effectively, when consumers are aware of consumer rights and responsibilities. Consumer awareness is a way to balance the

power between sellers and consumers. An educated consumer makes cogent choices and protects himself from trade related exploitation. But consumers are often exploited in many ways such as

1. False weight and measures
2. Duplicate articles
3. Adulteration and impurity
4. Exorbitant prices than MRP
5. Misleading advertisements
6. Sub standard quality
7. unsatisfactory services after the sales
8. creation of artificial scarcity

## **Consumer Rights**

Consumer protection owes its origin to the USA. President John F Kennedy, on March 15, 1962 in a message to the U.S congress proclaimed that the consumer had four basic rights. To commemorate President Kennedy's Consumer Bill of Rights, March 15 is celebrated every year as the World Consumer Rights Day. In India, the consumer rights movement is not a new idea. It is as old as trade and commerce. Many consumer protection rules and regulations were mentioned in Kautilya's Arthashastra to check exploitation by the trade, particularly related to under-weights, measures and adulteration etc.

India is one of the first few countries to legislate Consumer Protection Act in 1986, just one year after adoption of UN guidelines. The act is also considered as one of the most progressive, comprehensive and unique piece of legislation ever enacted by the Indian Parliament exclusively for consumer protection. It is a revolutionary legislation with three-tier machinery at district, state and national level for redressing consumer grievances. A separate department of consumer affairs was set up at the state and central government.

The Act has since been amended thrice, in 1991, 1993, and 2002 to provide better protection of consumer's interests. With the help of this law the consumers can solve grievances in a speedy, simple and inexpensive manner. In India 24 December is celebrated as National Consumer Rights day to commemorate the Consumer Protection Act, 1986. There are six rights of consumer which are provided in the Consumer Protection Act, 1986. They are

1. **Right to Safety:** The right to be protected against the marketing of hazardous goods and services which are dangerous to life and property. Consumers are authorized to protect themselves against the marketing of services and goods which are hazardous for life and property.
2. **Right to Information:** Consumers have every right to be informed about the quality, quantity, potency, purity, standard and price of goods and services, with a view to protect the consumer against unfair trade practices.
3. **Right to Choose:** The Consumer Protection Act, 1986 defines this right as ‘the right to be assured, whenever possible, to have access to a variety of goods and services at competitive prices’. The act denies the existence of oligopolies, cartels and monopolies which are counterproductive to consumerism. Consumers are authorized to get access to variety of services and goods at competitive prices.
4. **Right to be Heard:** It states that, the consumer’s interests should be protected and consumer grievances should be addressed at appropriate forums.
5. **Right to seek Redressal:** The right to seek redressal against unfair trade practices or restrictive trade practices or unscrupulous exploitation of consumers’ is defined as the right to redressal in the Consumer Protection Act 1986. District Consumer courts, state consumer disputes commissions and National consumer disputes redressal commission have been established through the CPA.
6. **Right to Education:** According to this right, consumer education should be provided through formal education and also by the NGOs to create awareness on consumer protection. It is important to note that consumer education and awareness are complementary to effective regulation and not alternatives.

## **II. Need of the Study**

Consumer is defined any individual purchasing or using goods or services, for personal, family or household purposes. Consumer is the central point of all economic activities and occupies a supreme position in a free market economy; therefore consumer is to be protected against unfair trade practices. In the present competitive scenario every manufacture is trying to maximize profits by using misleading advertising and marketing practices forgetting the interests of consumers.

The concern of good governance is directly linked to Consumer Protection law and institutions. The government has strengthened the consumer protection mechanism by introducing various standards and measurements for checking of goods and services like the ISI, Hallmark for jewellery, Silk mark for silk products and RERA for real estate sector. Due to lack of awareness, ignorance or lethargic attitude, people hardly use their rights to protect themselves from unfair trade practices or unscrupulous exploitation. Consumer awareness in India continues to remain low as a substantial number of the rural population are living below the poverty line and having poor literacy.

The effective implementation of laws mainly depends on the awareness of consumers. Since 1986, consumer education and awareness has attracted the attention of the Government of India. While the government has been initiating various schemes and programmes for consumer protection, it is necessary to study the consumer awareness among undergraduate students of Hanamkonda town.

### **III. Statement of the Problem**

According to Nathaniel Branden a famous Canadian-American psychotherapist, “The first step towards change is awareness and the second step is acceptance”. Even today after three decades of passing of the Consumer Protection Act, 1986 majority of the people in India are not yet aware about the rights available to them. Hence our research focuses on the awareness level of the students in consumer protection. Thus the research topic is entitled as

**“Consumer Awareness among undergraduate students - A study in Hanamkonda town”**

### **IV. Objectives of the Study:**

The following objectives have been framed for the study. They are

1. To know the consumer awareness levels among undergraduate students of the study area.
2. To find out consumer’s understanding about the malpractices and cheating in the market.
3. To know the attitude of consumers towards online shopping.
4. To find out the awareness of consumers regarding Consumer Protection Act, 1986.
5. To suggest recommendation for consumer protection.

## V. Review of Literature.

1. **Habeeb –ur-Rahman Ks**, (2004), expressed that price is the major factor which influences the consumer's behavior to buy fake and substandard products in rural areas. He analyzed the marketing conditions in rural India and stated that the consumers are attracted towards the fake products due to lower prices.
2. **Kumar and Joseph** (2014) study on Consumer behavior toward FMCG products among the rural households in Ernakulam showed the positive correlation between educational standards and rational decision making of the consumers. It was found that the educated consumer made more rational decisions even though they belonged to the rural regions.
3. **N. Indirani and C. Ashok kumar** (2016) found a significant difference between Arts and Science students regarding consumer rights awareness. It was found that the Arts students possess more awareness on consumer rights than the Science students. They suggested that consumer education programmes for the students through formal and informal means such as talks, workshops, discussions and exhibitions would be effective in creating Consumer awareness
4. **Kankana Chudary** (2017) conducted a survey on consumer awareness among college students and found that almost none of the respondents have the habit of checking quality assurance mark on the product they consume. The findings of the study are unsatisfactory with regard to the awareness level of students as consumers.
5. **Rahul Singh** (2017) opined that consumer awareness in rural India can be increased by involving panchayats, government institutions, civil society, media, ICT experts and accelerating the speed of education. He expressed that consumer education should be included in school and college curriculum to create awareness at grass root level.



## **VI. Methodology of the Study**

- i. **Sample of the Study:** The present study was undertaken in 3 degree colleges situated in Hanamkonda town. The surveyed colleges are Kakatiya Government Degree College, Hanamkonda, Vagdevi Private Degree College Nayeem nagar, and Masterjee Private Degree College, Hunter road in Hanamkonda town. A sample of 60 respondents; by taking 20 (15 male respondents +5 female respondents) from each college were chosen for the study. The selection of sample was purposive. The field survey for the present study was conducted from 24/10/ 2018 to 25/10/2018.
- ii. **Data Base:** The study was mainly based on the analysis of primary data and it was collected with the help of questionnaire. Observations and interaction with Degree College students were also made to carry out the research work and arrive at conclusion. Secondary data was taken from journals, books, newspapers and internet.
- iii. **Statistical Techniques used:** Statistical tools such as tabulation, percentages, bar and column diagrams were used.
- iv. **Chapter Schema:** The present study was descriptive in nature. It consists of two chapters. Chapter I includes Introduction, Need of the study, Statement of the problem, Aims and Objectives of the study, Review of literature and Methodology of the study. The Chapter II consists of Analysis of the data, Findings of the study and Conclusion & suggestions of the research problem.
- v. **Limitations of the Study:** The present study was undertaken among 60 undergraduate students of Hanamkonda town. The questions were based on the purchasing behavior of the respondents. An attempt was made to know the general awareness of consumers in the study area.

## Chapter 2

### VI. Data Analysis

The present study was conducted in three degree colleges of Hanmakonda town. The study tried to provide the awareness of consumer on quality & quantity checking, prices of the purchased goods and consumer rights. Participation of students was completely voluntary. A Questionnaire consists of 19 questions was used to collect the information from the students. The particulars on student's strength are given below.

Total Number of Respondents.

Sl.No	Name of the College	Male	Female	Total
1	Kakatiya Government Degree College, Hanamkonda.	15	05	20
2	Vagdevi Private Degree College, NayeemNagar, Hanamkonda	15	05	20
3	Masterji Private Degree College, Hunter Road, Hanamkonda	15	05	20
Total		45	15	60

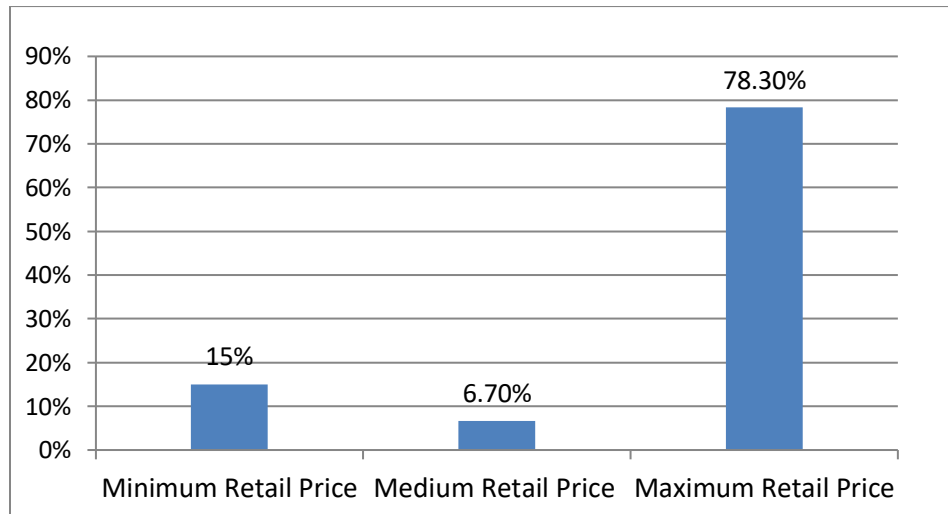
Source: Field survey.

**Q. 1. What is the meaning of MRP? Tick the correct one?**

Table. 1- Meaning of MRP		
Meaning of MRP	Responses	Percentage
Minimum Retail Price	09	15%
Medium Retail Price	04	6.7%
Maximum Retail Price	47	78.3%
Total	60	100

Source: Field survey

Figure: 1 -Meaning of MRP



It is happy to identify that majority of the students know the meaning of MRP. When students were asked about MRP, as many as 78.3% of the respondents answered correctly, only 15 per cent of the students confused among the maximum and minimum and thought that the meaning of MRP as minimum retail price. Surprisingly 6.7 per cent of the students felt that it would be a medium retail price.

**Q.2. Do you bargain on MRPs?**

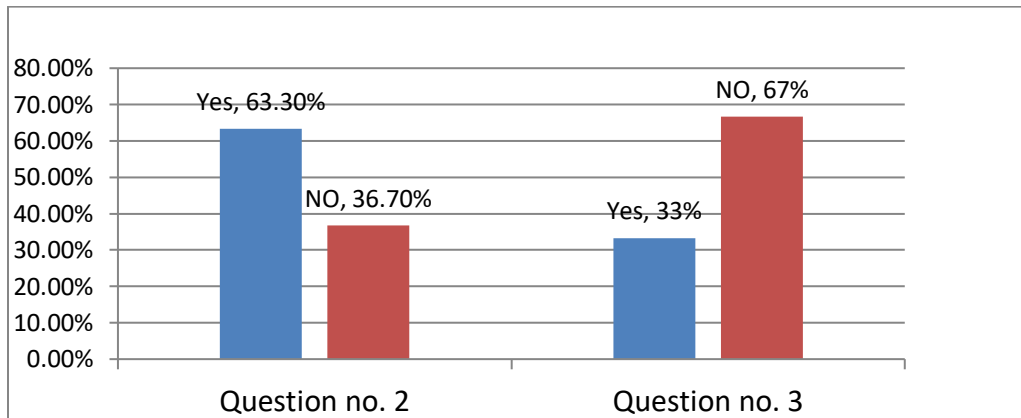
**Q.3 Do you think that MRP is the final /fixed price?**

Table 2 – Bargaining on MRPs

Question	Yes	No	Total
Do you bargain on MRPs	38 (63.3%)	22 (36.7%)	60
Do you think that MRP is the Final /Fixed price	20 (33.3%)	40 (66.7%)	60

Source: Field survey

Figure: 2- Bargaining on MRPs



Maximum Retail price is not the final or fixed price. Consumers can bargain on it. But shopkeepers mislead the consumers that any discount on MRPs would incur losses to them. It can be inferred from the table-2 that respondents preferred to bargain on MRPs, as many as 63.3% students showed interest in bargaining. Nearly 33 percent of the respondents believed that MRP is the final or fixed price of the product.

**Q. 4. Do you check the manufacture date and date of expiry of the product?**

**Q. 5. Do you check the ingredients used in the products?**

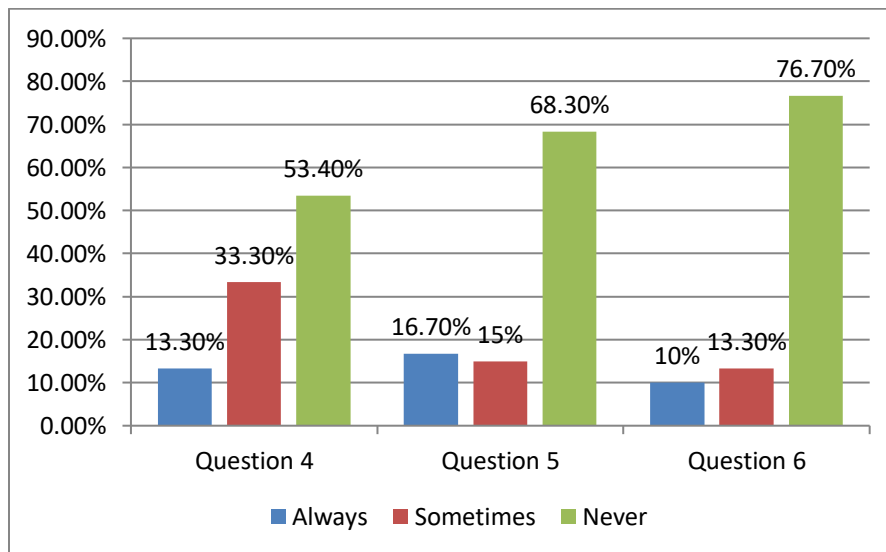
**Q. 6. Do you check the standardization of products like ISI, Agmark, Fssai and ISO 2000?**

Table: 3- Checking of Mfg/Exp, Ingredients and Standardization

Question	Category			Total
	Always	Sometimes	Never	
Checking of Mfg/Exp	8 (13.3%)	20 (33.3%)	32 (53.4%)	60
Checking of Ingredients	10 (16.7%)	9 (15%)	41 (68.3%)	60
Checking of Standardization	6 (10%)	8 (13.3%)	46 (76.7%)	60

Source: Field survey

Figure: 3- Checking of Mfg/Exp, Ingredients and Standardization



The table-3 shows the awareness of consumers on product's manufacture/expiry dates, checking of ingredients and also awareness on standardization of the products. It is evident from the table that respondents have a poor knowledge on these issues. Manufacture and expiry dates of the products are essential things while purchasing the products as they indicate the quality of the products. From the table it is clear that 53.4 percent of the respondents never check the manufactured and expiry dates. Only 33.3 percent sometimes check and 13.3 percent always check the quality parameters while purchasing the goods.

It is clear from the table that 68.3% of the respondents never check, 15% sometimes check and 16.7 percent of the respondents always check the ingredients present in the products while purchasing the goods. It is very important to check the ingredients of the products especially for food items and cosmetics. Adulterated or impure ingredients may cause allergies and health hazards among the customers.

The table also provides the awareness of the respondents regarding quality checking. ISI, Agmark, Fssai, ISO 2000 and Hallmarks are the quality parameters which indicate the quality of the products. Standards are the important elements for quality, which has a key role in consumer protection. But the findings provide pessimistic results, as most of the respondents (76.7%) never check the quality signs on the products. Nearly 13.3 percent of the respondents sometimes check and only 10 per cent of the respondents always check the quality parameters while purchasing the goods. Our findings suggest that consumers have a little knowledge on quality checking and prone to buy inferior quality goods.

**Q. 7. Are you attracted by the promotional offers like rebates, freebies or buy one get one free?**

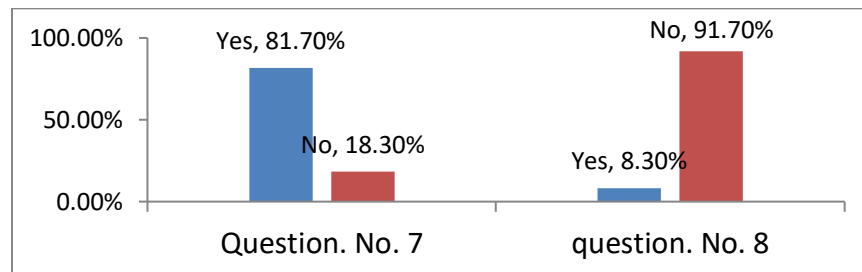
**Q. 8. Do you think that because of promotional offers unnecessary products are purchased?**

Table: 4-Promotional offers

Question	Yes	No	Total
Attracted to Promotional offers	49 (81.7%)	11 (18.3%)	60
Purchase of unnecessary products due to promotional offers	05 (8.3%)	55 (91.7%)	60

Source: Field survey

Figure: 4- Promotional offers



Promotional offers like price discounts, freebies and buy one get one offer play a vital role in sales maximization. Due to heavy competition seller attract the consumers by these offers. The table-4 shows that nearly 81.7 percent of the respondents were attracted to the promotional offers. Hence it can be inferred that promotional offers would increase the sales.

Promotional offers lure the customer to purchase unnecessary products. Due to the offers consumers prefer to purchase unnecessary goods with immediate effect. But from our findings it can be inferred that promotional offers do not force the customers to buy unnecessary products. It is clear from the table that a majority of the respondents (91.7%) did not show any interest to buy unnecessary products.

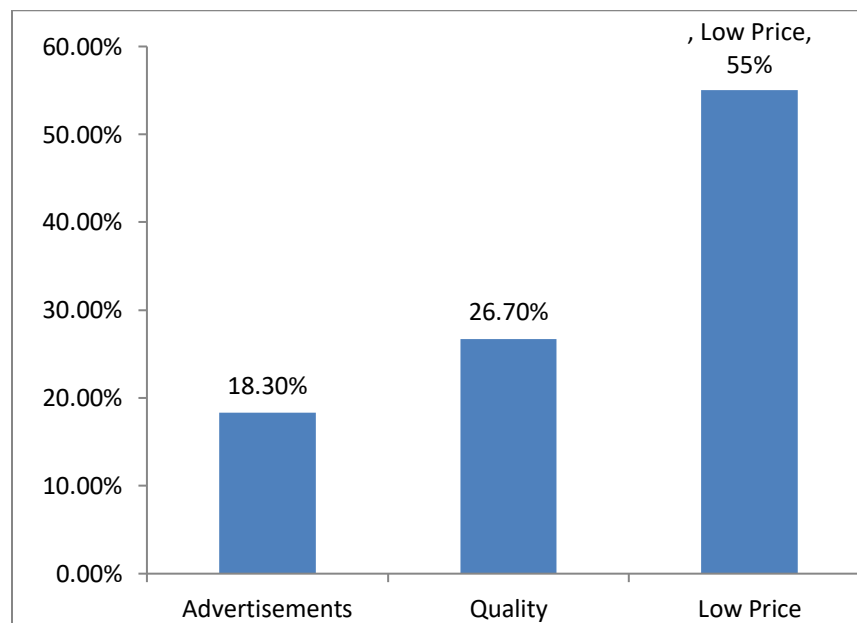
**Q. 9. When a new product is launched in the market? What are the factors that induce you to buy a new product?**

Table: 5- Factors induce a consumer to buy a new product

Category	Responses of the Respondents	Percentage
Advertisements	11	18.3%
Quality of the product	16	26.7%
Low price	33	55%
Total	60	100

Source: Field survey.

Figure-5 Factors induce a consumer to buy a new product



The table-5 shows that price is a very important factor for any product to be bought by the consumers. Nearly 55 per cent of the respondents opined that low prices would induce them to buy a new product. Nearly 26.7 per cent of the respondents felt that quality does matters. Only 18.3% per cent of the respondents' opined that they were influenced by the advertisements. When comparison is made between these factors, majority of the responded attracted towards low prices.



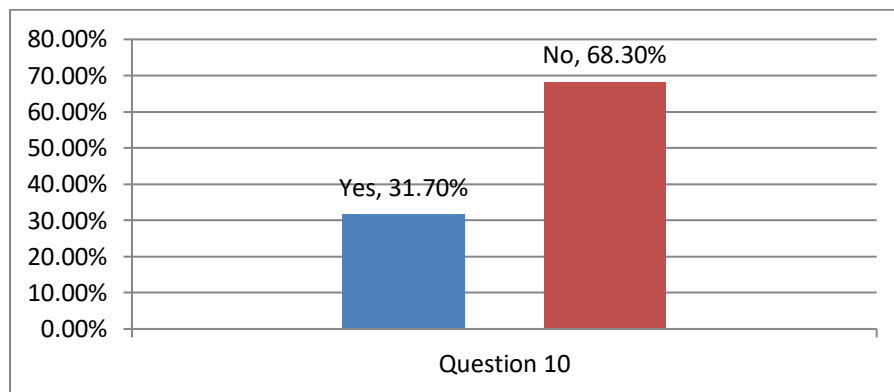
**Q. 10. Do you insist Cash memo at the time of purchase to ensure genuine purchase and tax revenue to government?**

Table: 6- Insisting of Cash memo at the time of purchase

Question	Responses		Total
	Yes	No	
Do you Insist for Cash Memo	19 (31.7%)	41 (68.3%)	60

Source: Field survey

Figure: 6-Insisting of Cash memo at the time of purchase



It can be seen from the table: 6 that most of the respondents (68.3%) did not insist on getting a cash memo in support of their purchases. Cash memos are very important to check the exploitation of the sellers. Consumers can seek the legal protection, only if they have cash memos of the product purchased. It is very shocking to know that the students who take the cash memos never check the prices, other discounts and GST mentioned in the receipts.

**Q.11. Have you purchased any products from online shopping?**

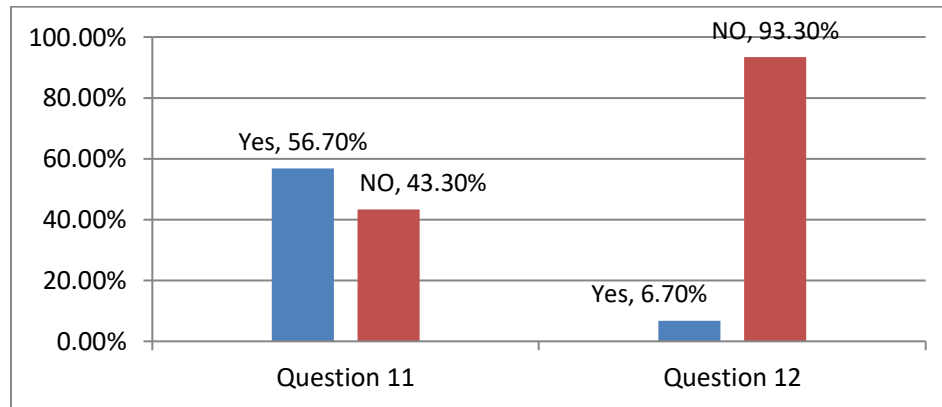
**Q. 12. Did you find any irregularities in online shopping regarding quality and quantity?**

Table: 7- Purchasing from Online shopping/ Irregularities in Online shopping

Question	Yes	No	Total
Purchasing from Online shopping	34 <b>(56.7%)</b>	26 <b>(43.3%)</b>	60
Irregularities in Online shopping	04 <b>(6.7%)</b>	56 <b>(93.3%)</b>	

Source: Field survey

Figure: 7- Purchasing from online shopping/ Irregularities in online shopping



It is very surprising to note that, as many as 56.7 per cent of the respondents purchased products from online shopping. In our observation it was found that, students prefer online shopping for new and low cost products which are not available in local stores. It can be seen from the table-7 that more than 90 per cent (93.3%) of the respondents believed that online shopping is safe and secure for purchasing of goods. Here we can visualize the changing trend of consumers towards online shopping.

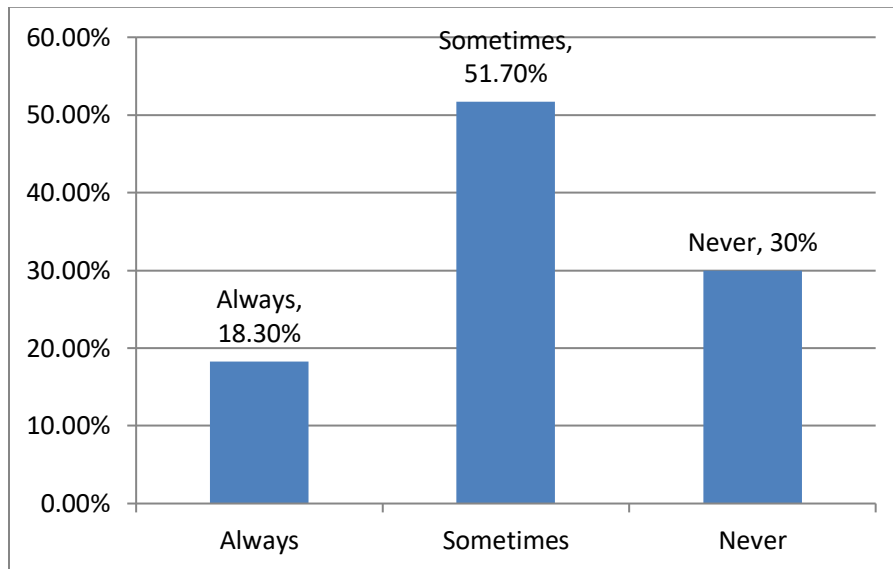
**Q. 13. Do you complain the shopkeeper in case of dissatisfaction?**

Table: 8- Complaints against dissatisfaction

Question	Category			Total
	Always	Sometimes	Never	
Complaints against dissatisfaction	11 <b>(18.3%)</b>	31 <b>(51.7%)</b>	18 <b>(30%)</b>	60

Source: Field survey

Figure: 8-Complaints against dissatisfaction



Unspoken dissatisfaction is the most damaging to any business. A complaint creates the scope to rectify the situation and regain the consumer's goodwill. It is an alarming fact that nearly 30 per cent of the respondents never complaints the sellers when they get dissatisfaction from the products. It is evident from the table -8 that nearly 51.7 percent of the respondents sometimes complaints and only 18.3 percent of the respondents feel the consumer's responsibility and always complaints the sellers when they get dissatisfaction from the product.

**Q. 14. Has your complaint been timely attended?**

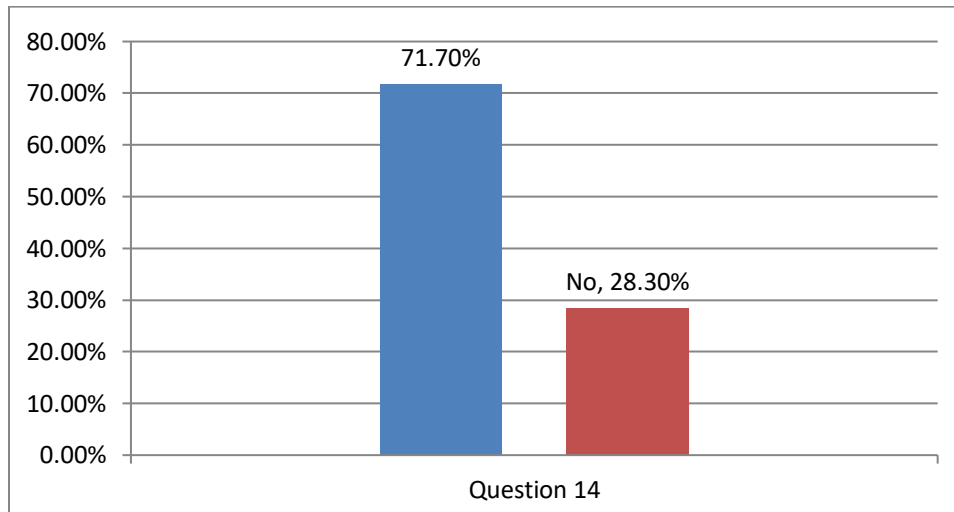
**Q.15. If yes was your complaint attended to your satisfaction?**

Table: 9- Was your complaint attended to your satisfaction

Question	Yes	No	Total
Complaint been timely attended	43 (71.7%)	17 (28.3%)	60
If yes, was your complaint attended to your satisfaction	28 (65.1%)	15 (34.9%)	43

Source: Field survey

Figure: 9- Was your complaint attended to your satisfaction



Redressal of complaints is a major concern for consumers. Regarding the redressal of complaints as many as 71.7 per cent of the respondents expressed that their complaints were timely attended by the sellers, among them nearly 65.1 percent of the students opined that they were satisfied with the responses of the sellers.

**Q. 16. Are you aware of Consumer Courts?**

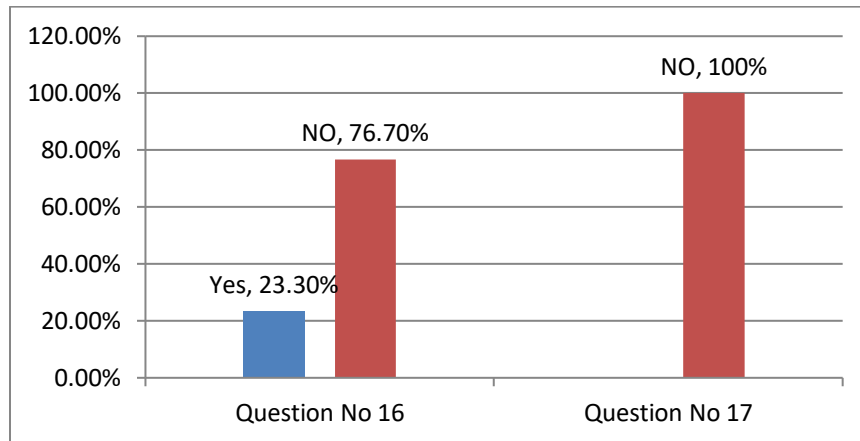
**Q. 17. If yes, have you gone to a Consumer court in case of dissatisfaction?**

Table: 10- awareness of Consumer Courts

Question	Yes	No	Total
Are you aware of consumer courts	14 (23.3%)	46 (76.7%)	60
If yes, have gone to a Consumer court for your grievances?	0 (0)	14 (100)	14

Source: Field survey

Figure: 10- awareness of Consumer Courts



It is very surprising to note that more than three fourth of the respondents (76.7%) were unaware of consumer courts where as the remaining respondents have the awareness on consumers courts but did not approach to the courts for justice or file a case in consumer courts for their protection. As a result a lot of cases are left without redressal. It is clear from the table-10 that more emphasis is needed for consumer awareness programmes to educate the people to use consumer courts.

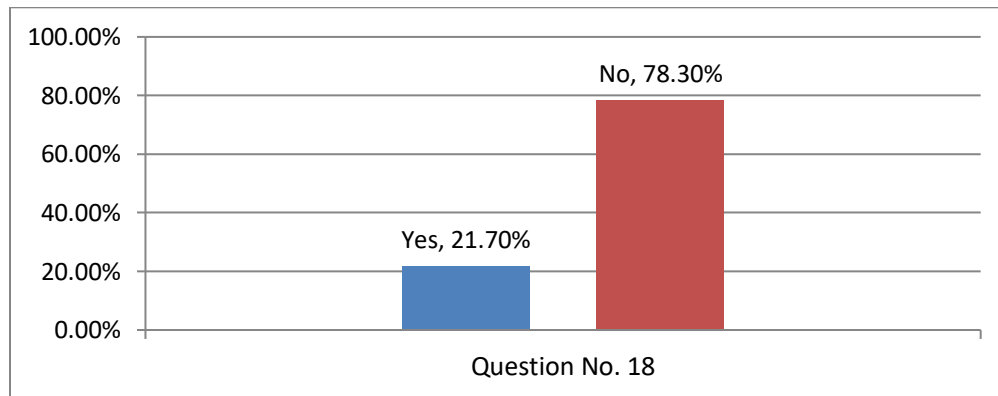
**Q. 18. Are you aware of Consumer Rights Act 1986?**

Table: 11- Awareness of Consumer Rights Act 1986

Question	Yes	No	Total
Awareness of Consumer Rights Act 1986	13 (21.7%)	47 (78.3%)	60

Source: Field Survey

Figure: 11-Awareness of Consumer Rights Act 1986



From the above table-11 it can be inferred that the respondents have a poor knowledge on consumer rights. It was found that as many as 78.3% per cent of the respondents do not have knowledge on consumer rights Act 1986. It is clear from the table that, in spite of all initiatives and government’s pompous campaign on consumer awareness by “Jago Grahak Jago”, still people are not fully aware of consumer protection laws and regulations. When awareness of consumers rights among the people increases, sellers are forced to sell goods at right quantity and reasonable quality.

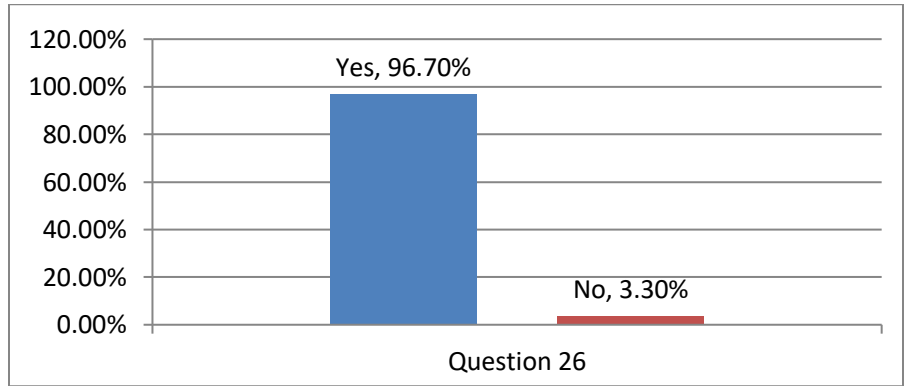
**19. Do you think that consumer education is needed at under graduate level?**

Table: 12- Consumer education

Question	Yes	No	Total
Do you think that consumer education is needed at under graduate level?	58 <b>(96.7%)</b>	2 <b>(3.3%)</b>	60 <b>(100)</b>

Source: Field study

Figure: 12-Consumer education



When the respondents were asked about the consumer education as many as 96.7 percent of them opined that consumer education is needed at undergraduate level. Only a small section of the students (3.3%) didn't insist for consumer education at degree level.

## **VII. Summary of the Findings:**

1. When students were asked about MRP, as many as 78.3% of the respondents answered correctly.
2. It was found that 53.4 percent of the respondents never checked the manufactured and expiry dates of the goods, 68.3% of the respondents never checked ingredients of the product and most of the respondents (76.7%) never checked the quality signs on the products.
3. Nearly 81.7 percent of the respondents were attracted to the promotional offers.
4. Nearly 55 per cent of the respondents opined that low prices would induce them to buy a new product.
5. It is an alarming fact that, most of the respondents (68.3%) did not insist on getting a cash memo in support of their purchases.
6. More than 90 per cent (93.3%) of the respondents believed that online shopping is safe and secure for purchasing of goods.
7. Regarding the redressal of complaints as many as 71.7 per cent of the respondents expressed that their complaints were timely attended by the sellers.
8. It is very surprising to note that more than two third of the respondents (76.7%) were unaware of consumer courts.
9. It was found that as many as 78.3% per cent of the respondents do not have knowledge on consumer rights Act 1986.
10. As many as 96.7 percent of them opined that consumer education is needed at undergraduate level.



### **VIII. Suggestions & Recommendations**

1. Consumer education develops critical awareness among the students hence consumer education should be made compulsory at under graduate level.
2. As our survey findings revealed the poor consumer awareness among the students regarding quality checking and consumer rights. Hence consumer awareness programmes through seminars, discussions, talks and exhibitions should be conducted at frequent intervals in the college campus.
3. Teachers and other interested parties should encourage formation of consumer youth clubs in colleges to provide experiential and leadership opportunities.
4. National and international Consumer days should be celebrated at college level. Elocutions, essay competitions skits and role plays should be conducted on these auspicious occasions.
5. The governments should use print and electronic media to create awareness on consumer rights.

### **IX. Conclusion**

In India, with increasing disposable incomes a drastic change has been seen in purchasing behavior of the people than ever before. Hence this is the right time to consider consumer education and create awareness among the people for better society. Many significant developments have taken place in the field of consumer protection, since 1986, when the CPA (Consumer Protection Act) was passed to regulate unfair and exploitative business practices. There is a dire need to increase the awareness by using information and communication technology through education, social media, mobile based applications and internet.

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## Questionnaire

### Consumer Awareness among Undergraduate students - A study in Hanamkonda town.

1. Name of the Student :
2. Name of the college :
3. Group/Year :
4. Occupation of the Father :
5. Family annual Income :

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1. What is the meaning of MRP  
a) Minimum Retail Price    b) Medium Retail Price    c) Maximum Retail Price
2. Do you bargain on the MRP? Yes/No
3. Do you think that MRP is the final or fixed price? Yes/No
4. Do you check the manufacture date and date of expiry of the product?  
a) Always                      b) Sometimes                      d) Never
5. Do you check the ingredients used in the product?  
a) Always                      b) Sometimes                      d) Never
6. Do you check the standardization of product like ISI, Agmark, Fssai and ISO 2000?  
a) Always                      b) Sometimes                      d) Never
7. Are you attracted by the promotional offers like rebates, freebies, and buy one get one? Yes/No
8. Do you think that, because of promotional offers unnecessary products are purchased? Yes/No
9. A new product is launched in the market will you buy it? If yes then what consideration  
a) Advertisements                      b) quality                      c) low price
10. Do you insist Cash memo at the time of purchase to ensure genuine purchase and tax revenue to government? Yes/No
11. Have you purchased any products through online shopping? Yes/No
12. Did you find any irregularities in online shopping regarding quality and quantity? Yes/No
13. Do you complain the shopkeeper in case of dissatisfaction?

- |  | a) Always | b) Sometimes | d) Never |        |
|--|-----------|--------------|----------|--------|
| 14. Has your complaint been timely attended?                                   |           |              |          | Yes/No |
| 15. If yes, was your complaint attended to your satisfaction?                  |           |              |          | Yes/No |
| 16. Are you aware of Consumer courts?  |           |              |          | Yes/No |
| 17. If yes, have you ever gone to a Consumer court in case of dissatisfaction? |           |              |          | Yes/No |
| 18. Are you aware of Consumer Act 1986?  |           |              |          | Yes/No |
| 19. Do you think that consumer education is needed at undergraduate level?     |           |              |          | Yes/No |



Received Commendable prize from Sri. Naveen Mittal garu Commissioner of Collegiate Education in State level Jignasa Programme - 2019



Dr. B. Nainadevi, Assistant Professor of Economics along with students B. Rakesh, P. Bharath II year involved in collection of Primary data.

Student's Study Project

"Consumer Awareness among undergraduate students - A study in

BA JMC II EM 2018-19				
Sl.NO	HT Number	Name of the student	Group	Signature
1	6181301	ADUNOORI RANADHEER	JMC II	A. Ranadheer
2	6181302	ALETI POORNACHANDAR	JMC II	A. Poornachandar
3	6181304	BHUKYA KAVERI	JMC II	Bhukya. kaveri
4	6181305	BHUKYA RAKESH	JMC II	B. Rakesh.
5	6181306	BOGAM THIRUPATHI	JMC II	B. Thirupathi
6	6181307	BOJJA PAVANKALYAN	JMC II	B. Pavankalyan.
7	6181309	CHERIPELLI PRASHANTH	JMC II	Ch. prashanth
8	6181311	CHINTHAKULA BHARATH KUMAR	JMC II	Ch. Bharath kumar
9	6181312	DADA RAJULU	JMC II	D. Rajulu
10	6181313	DANDU KUMAR	JMC II	D. kumar
11	6181314	EDLA HARI HARAN	JMC II	E. Haran G. Hariharan.
12	6181315	EDULA NAVEEN	JMC II	E. naveen
13	6181316	ELLANDULA SRIKANTH	JMC II	E. Sri Kanth.
14	6181317	GANDLA SAI KUMAR	JMC II	G. SAI kumar
15	6181318	GANDRAKOTA ANIL	JMC II	G. Anil
16	6181319	GONELA VENU	JMC II	G. Venu
17	6181320	GUGULOTHU JANU	JMC II	G. Janu
18	6181321	GUGULOTHU NARESH	JMC II	G. Nareesh
19	6181322	HANMAKONDA VIJAY KUMAR	JMC II	H. vijaykumar.
20	6181323	KANAKAM RAKESH	JMC II	K. Rakesh
21	6181324	KOLANUPAKA BHARATH	JMC II	K. Bharath
22	6181325	KONGA AKHIL	JMC II	K. AKHIL
23	6181327	KOTTEM NAVEEN	JMC II	K. NAVEEN.
24	6181329	LADELLA ABHISHEK	JMC II	L. Abhishek
25	6181330	MAASA SANDEEP	JMC II	M. Sandeep
26	6181331	MARAMULLA NAGARAJU	JMC II	M. nagaraju
27	6181332	MARAPAKA PAVAN	JMC II	M. Pavan
28	6181333	MARAPAKA SHIVAPRASAD	JMC II	
29	6181334	MEDIPALLY VISHWAS	JMC II	M. Vishwas
30	6181335	MERUGU SRIVAN	JMC II	M. Srivan