

# A study on consumer's awareness on consumer rights with reference to Thoothukudi city

T.Caroline Kanmani Ananthi<sup>1\*</sup> and S.Jeyarani<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Commerce, Aditanar College of Arts & Science, Tiruchendur, Tamil Nadu

<sup>2</sup>Assistant Professor, Department of Commerce, Kamaraj College (Autonomous), Tuticorin, Tamil Nadu

\*Corresponding Author Email: [carolinerajkumar02@gmail.com](mailto:carolinerajkumar02@gmail.com)

## Abstract

*The purpose of this study is to determine how aware consumers are of their rights. Data for this study was gathered through customer interviews and the creation of a questionnaire. The purpose of the experiment was to determine the consumer's level of awareness. Consumer awareness of rights plays a crucial role in ensuring fair trade practices and protecting individuals from exploitation in the market place. This study examines the level of awareness among consumers in Thoothukudi City regarding their rights, including knowledge of hazardous goods and services, product performance and quality, free choice in purchasing, decision-making processes, and available redressal mechanisms.*

**Keywords:** Consumer, Rights, Awareness, Education

## Introduction

It is impossible to overstate the importance of consumer empowerment as a class, which is already widely acknowledged worldwide. The degree of consumer awareness can be used as a judge of a nation's development. Globalization, liberalization. Today's customer has undergone a significant transformation due to the drive towards privatization and enhanced knowledge brought about by the media's exposure and the availability of more information. Nevertheless, a consumer may run into numerous issues during consuming despite their best attempts.

## Objectives of the Study

1. To analyse the demographic profile of the respondents in Thoothukudi city.
2. To find out the level of Consumer Awareness on Consumer Rights

## Review of Literature

**1. NIVEDHA SENBAGHAM R & DR. M. HAJERA BANU (2024) A Study on Perception Awareness and Consumer Preference Level Towards E-Wallet of Women Consumer In Erode District.** We can infer from this paper that working women in India are generally accepting digital

payment methods. In general, they favour using e-wallets once a month. PAYTM is the most popular e-wallet among the most well-known ones. It is Women make regular use of it because it's easy to use and offers quick service. Women also use e-wallets because of the cash-back incentives and discounts that make the transaction profitable. However, because of security concerns, some women may not want to use e-wallets. In general, they worry that their private data may be compromised or made public. Cons in the user's mind are the possibility of credit or debit card information being stolen.

**2. K. KARUNAN & DR. K. VETRIVEL (2023) An Economic Study on Cultivation and Marketing Constraints of Jasmine Flower in Tamil Nadu.** The discussion of numerous difficulties among Tamil Nadu's jasmine growers above has brought up a number of important and inevitable questions. These problems are essential and not negligible for the real advancement of ranchers, especially the financial standing of Tamil Nadu state's jasmine growers. The analysis acknowledged that jasmine growers and producers only share a space with small and outlying ranchers, and they heavily rely on agents to market their produce. The best ranchers don't pay attention to market information because they lack education and training. The ranches are fine for development exercises, but not for promotion. Therefore, the most extreme resulted in less advantage and occasionally even bad luck.

**3. K. KARTHICK & DR. K. CHANDRASEKAR (2020) Obstacles of Jasmine Flower Marketing in Tamilnadu–A Study With Reference To Madurai District.** The issues are multifaceted and include post-harvest handling, marketing, financing, pest and disease control, and agronomic issues. In order to promote the crop, an organization that would handle these issues and teach the workforce to handle the obstacles preventing the full potential exploitation of this vital sector of the state economy must be established and strengthened.

**4. DR. K.P. VANETHA (2021) Marketing Behaviour of Jasmine Growers in Dindigul District of Tamil Nadu.** Flowers are an integral component of our societal life and they are visible at practically every event. The agriculture sector is the backbone of the national economy of an agrarian nation like India. The majority of those surveyed packed their produce in plastic bags. It was noted that the locals had easy access to polythene bags for packing, and they believed that these bags would keep the air inside from aerating, which would stop the buds from flowering. Because plastic bags are insufficient for packing their produce, large farms utilize gunny bags. Produce was carried to markets, according to one hundred percent of the jasmine producers.

**5. V. PRAGADEESH & SHIBI SEBASTIAN (2023) An Analytical Study on Marketing Behaviour of Coconut Growers in Coimbatore District** Coconut growers are found to have a moderate level of marketing behavior. As a result, state and local planners and policymakers should ensure that they prepare to market the products at the greatest possible price. Simplifying the marketing channels is also essential to reducing the production and marketing difficulties experienced by coconut growers. The state department of agriculture must also coordinate with commission agents, regulated marketplaces, and other marketing organizations operating at the village level to develop an efficient marketing plan. For coconut growers, a separate cooperative organization and a regulated market are required.

**6. SINKI BARMAN, NIRANJAN (2019) Market Structure of Coconut in Nagaon District of Assam, India** The present study was done in Nagaon district of Assam, India. The study's goals were to determine the current tender and matured nut marketing channels, analyze price spreads for various tender and matured nut marketing channels, and look at channel-specific marketing costs and margins. One hundred farmers from four communities were chosen for the study, and primary data was gathered from them. We identified three marketing channels for matured nuts and our tender nut marketing channels. When there were more middlemen in the channel for both matured and tender nuts, the highest marketing costs were noted. The producer's share of the consumer's rupee was highest in the channel where no middlemen were involved, according to the price spread analysis of various marketing channels for both matured and tender nuts. Among those, the producer-consumer relationship was successful, with the producers' share of the consumers' rupees being 85% for tender nuts and 96% for matured nuts.

## **Research Methodology**

### **Research Design**

Research of the descriptive kind is employed here. The goal of this research design is to describe the traits of a certain person or group. The current situation of affairs is described via descriptive study. Surveys and many types of fact-finding inquiries are included in this descriptive research. This study examines public knowledge of the Consumer Protection Act of 1986 (COPRA) in relation to Thoothukudi City.

### **Sampling Design**

**Sampling Size:** The sample size of this study consists of 80 respondents.

**Sampling Method:** The simple random sampling method is used for collecting data in this study.

### Data Collection

Both the primary and secondary data are used to collect the details from the respondents.

**Primary Data:** Primary data are collected from 80 sample respondents with the help of well-structured questionnaire, which is pre-tested.

**Secondary Data:** The primary data are supplemented by part of secondary sources of data. The secondary sources being the published research and articles collected from various journals, books and internet etc.

### Limitation of Study

The project's validity and reliability are constrained because the research was restricted to convenience sampling. It was not generalizable. In a densely populated Thoothukudi city, the sample size was likewise restricted to eighty. Even yet, it might be acceptable given the amount of money spent on the study and the extremely limited resources available.

### Results and Discussion

**Table 1: Gender of the Respondents**

Gender	No. of. Respondents	Percentage
Male	28	35%
Female	52	65%
<b>Total</b>	<b>80</b>	<b>100%</b>

### Interpretation

The survey was conducted with a total of 80 respondents. Among them, 28 were male, accounting for 35% of the total participants, while 52 were female, making up 65%. This data highlights the gender distribution of the respondents, with a higher representation of females in the survey

**Table 2: Age of the Respondent**

Age	No. of. Respondent	Percentage
Below 20 years	20	25%
20 years to 40 years	24	30%
Above 40 years	36	45%
<b>Total</b>	<b>80</b>	<b>100%</b>

## Interpretation

The survey included a total of 80 respondents, categorized by age groups. Among them, 20 participants (25%) were below 20 years old, while 24 respondents (30%) fell within the age range of 20 to 40 years. The largest group, consisting of 36 individuals (45%), was above 40 years old. This data illustrates the age distribution of the respondents, with the majority being over 40 years of age.

**Table 3: Education of the Respondent**

Education	No. of. Respondent	Percentage
School level	20	25%
UG	32	40%
PG and above	28	35%
<b>Total</b>	<b>80</b>	<b>100%</b>

## Interpretation

The survey consisted of 80 respondents, categorized based on their education levels. Among them, 20 individuals (25%) had completed schooling, while 32 respondents (40%) held an undergraduate (UG) degree. Additionally, 28 participants (35%) had pursued postgraduate (PG) education or higher. This data reflects the educational background of the respondents, with the majority having an undergraduate qualification.

**Table 4: Residential Area**

Area	No. of. Respondent	Percentage
Rural	24	30%
Semi urban	32	40%
Urban	24	30%
<b>Total</b>	<b>80</b>	<b>100%</b>

## Interpretation

The survey included a total of 80 respondents, categorized based on their area of residence. Among them, 24 individuals (30%) were from rural areas, while 32 respondents (40%) resided in semi-urban regions. Additionally, 24 participants (30%) were from urban areas. This data highlights the distribution of respondents across different geographic locations, with the highest representation from semi-urban areas.

**Table 5: Consumer Knowledge and Awareness Ranking Based on Various Factors**

Factors	1	2	3	4	5	Total score	Final rank
Knowledge about hazardous goods and services	80	80	72	24	8	264	VI
Knowledge on performance and quality of all goods and Services	80	112	48	20	6	266	V
Knowledge on consumer education	85	120	60	26	-	291	III
Knowledge about free choice of goods and services	140	88	75	10	-	313	II
Knowledge on decision making process related to Consumer interest	60	120	108	-	2	290	IV
Knowledge on seeking red resal machinery	160	160	18	2	1	341	I

### Interpretation

The survey assessed various factors related to consumer knowledge and awareness, ranking them based on their total scores. "Knowledge on seeking redressal machinery" ranked the highest with a total score of 341, indicating its critical importance among respondents. "Knowledge about free choice of goods and services" followed closely with a score of 313, securing the second rank. "Knowledge on consumer education" was ranked third with a total of 291, while "Knowledge on decision-making processes related to consumer interest" took the fourth position with a score of 290. "Knowledge on performance and quality of all goods and services" ranked fifth with a score of 266, and lastly, "Knowledge about hazardous goods and services" was ranked sixth with a total score of 264. This ranking highlights the varying levels of consumer awareness, with a strong emphasis on redressal mechanisms and free choice.

### Findings

1. The findings show that 35% of respondents are male, while 65% are female,
2. According to the results, the bulk of the respondents (45%) were over 40, followed by those between the ages of 20 and 40 (30%), and those under the age of 20 (25%). These findings imply that the majority of respondents were elderly (over 40), which could have an impact on the general viewpoints and insights acquired for this study.

3. Respondents of those surveyed, 40% had undergraduate (UG) degrees, and 35% had postgraduate (PG) degrees or above. In contrast, 25% merely had a high school education. The study population was highly educated, as seen by the fact that 75% of the respondents had at least an undergraduate degree.

## Suggestions

1. Enhance Awareness of Hazardous Goods and Services: efforts should be made to improve consumer knowledge about hazardous products through awareness campaigns, workshops, and educational materials.
2. Improve Understanding of Product Performance and Quality: more focus should be placed on educating consumers about product standards, certifications, and safety measures to help them make informed choices.
3. Strengthen Consumer Education Programs: should be further promoted through school curricula, public campaigns, and digital platforms to ensure broader outreach.
4. Encourage Free Choice of Goods and Services: maintaining and expanding consumer freedom through better market transparency and product availability is essential.

## Conclusion

The actual situation of Indian consumers may be characterized as utterly appalling, despite the fact that the country has robust and unambiguous legislation protecting consumer rights. Very few customers are conscious of their rights or comprehend their fundamental rights as consumers. The most important of the several laws passed to safeguard Indian consumer's rights is the Consumer Protection Act of 1986. Everyone can utilize their consumer rights for the goods and services they have acquired under this law, including individuals, Hindu undivided families, businesses, and firms. As consumers, it is critical that we are aware of our fundamental rights as well as the legal system and the processes that address rights violations.

## References

1. *Nivedha senbagham R & Dr. M. Hajera banu (2024) A study on perception awareness and consumer preference level towards e-wallet of women consumer in erode district. isbn: 978-93-6260-542-9*
2. *K. Karunan & Dr. K. Vetrivel (2023) An economic study on cultivation and marketing constraints of jasmine flower in tamil nadu. International Journal of Management (IJM) Volume 11, Issue 7 July*

2020, pp.1917-1925, Article ID: IJM\_11\_07\_175 ISSN Print: 0976-6502 and ISSN Online: 0976-6510

3. K. Karthick & Dr. K. Chandrasekar (2020) *Obstacles of jasmine flower marketing in tamilnadu – a study with reference to madurai district*. Paripe - Indian Journal Of Research ISSN - 2250-1991

4. Dr. K.P. vanetha (2021) *Marketing behaviour of jasmine growers in dindigul district of tamil nadu*. ISSN: 2320-5407

5. V. Pragadeesh & Shibi sebastian (2023) *An analytical study on marketing behaviour of coconut growers in coimbatore district* Asian Journal of Agricultural Extension, Economics & Sociology 40(10): 945-953, 2022; ISSN: 2320-7027

6. Sinki Barman, Niranjan (2019) *Market Structure of Coconut in Nagaon District of Assam, India* Research Journal of Agricultural Sciences ISSN: 0976-1675