

A Study on Awareness on Legal Acts of Consumer Protection among Students

J. Deepika¹, D. Ratna Kumari²

¹Ph.D Student, Department of Resource Management and Consumer Sciences, College of Home Science, Hyderabad, Acharya N.G. Ranga Agricultural University, Andhra Pradesh, India.

²Professor, Department of Resource Management and Consumer Sciences, College of Home Science, Hyderabad, Acharya N.G. Ranga Agricultural University, Andhra Pradesh, India.

Abstract: *The aim of the study was to find out the awareness on legal acts of consumer protection among students. Thirty sample was selected to conduct the study by using an interview schedule. According to the results of the study, it was concluded that majority of the students were aware of the legal measures that taken by the government for consumer protection and most of the students were not aware of Hire purchase Act, 1972 and the railways claims tribunal act, 1987.*

Keywords: Legal acts, Students, consumer protection

1. Introduction

Consumer protection consists of laws and organizations designed to ensure the rights of consumers as well as fair trade competition and the free flow of truthful information in the marketplace. The laws are designed to prevent businesses that engage in fraud or specified unfair practices from gaining an advantage over competitors and may provide additional protection for the weak and those unable to take care of themselves. Consumer protection laws are a form of government regulation which aim to protect the rights of consumers. Consumer interests can also be protected by promoting competition in the markets which directly and indirectly serve consumers, consistent with economic efficiency, but this topic is treated in competition law. Consumer protection can also be asserted via non-government organizations and individuals as consumer activism.

1.1 Legislative measures for consumer protection:

In India there are a number of enactments promulgated for the welfare of the consumer. There are several pre and post independence legislations measures are aimed at controlling production, supply, distribution, quality, quantity, purity and pricing of several goods and services. In fact each of the legislation has some elements, which are directly or indirectly aimed at consumer welfare or protection. Many consumers, even literate ones, are unaware of these legal provisions.

The following are some of the important consumer protection laws. They are Indian penal code, Indian contract act, The sale of goods act, The agricultural produce act, Drugs and cosmetics act, Drugs and magic remedies act, Prevention of food adulteration act, Essential commodities act, Monopolies and Restrictive trade practice act, Hire purchase act, Standards of weights and measures act, Prevention of black marketing and maintenance of supplies of essential commodities act, Bureau of Indian standards act, Environment protection act, The railways claims tribunal act, Consumer protection act, Electrical appliances (quality

control) order, Cable television network act, The information technology act, Electrical wires, cables, appliances and accessories act and Indian electricity act (Gurjeet singh, 1960).

2. Methodology

Exploratory research was selected for the study. College of Home Science students, Hyderabad will be chosen to draw the sample. Thirty consumers will be chosen to study the awareness of legal measures of consumer protection laws. Interview Schedule will be used for data collection. Appropriate statistical methods will be adopted to analyze the data.

3. Results and Discussion

The data on the selected parameters i.e., legal measures and non legal measures of consumer protection laws were collected, analyzed, presented and discussed

3.1 Age

The age of the consumers ranged from 21 to 35 years. Majority of the sample (70%) was in the age group of 21-25 years and the age of nearly one fourth sample (13.33%) ranged between 31-35 years. Majority of the students (59%) had completed P.G education. The mean number of years of education was 2.233 years with a standard deviation of 1.278.

Most of the students acquired the information about these legal measures through newspapers (33%), journals (10%) and from course syllabus (57%).

3.2 Awareness of legal measures

An attempt was made in the present investigation to find out whether the legal measures on consumer protection laws were aware of by the people. Thirty students were chosen to evaluate the legal measure of consumer protection laws for the study. A list of legal measures of consumer

protection laws was given to the sample to give their opinions. Looking at each legal measure the consumers were asked to tick “yes” if the consumers are aware of and “No”

if the consumers are not aware of. The responses of the consumers are presented below (Table1).

Table 1: Aware of the following legal measures taken by the government for consumer protection

N=30							
S.No	Act protecting consumer	Responses of consumers				Mean	S.D
		aware	Percentage (%)	Not aware	Percentage (%)		
2.1	Indian penal code, 1860	29	96.6	1	3.3	1.96	0.18
2.2	Indian contract Act, 1872	24	80	6	20	1.8	0.40
2.3	The sale of goods Act, 1930	25	83.3	5	16.6	1.83	0.37
2.4	The Agricultural produce Act, 1937	24	80	6	20	1.8	0.40
2.5	Drugs and cosmetics Act, 1940	23	76.6	7	23.3	1.76	0.43
2.6	Drugs and Magic Remedies Act, 1954	16	53.3	14	46.6	1.53	0.57
2.7	Prevention of Food Adulteration Act, 1954	20	66.6	10	33.3	1.66	0.47
2.8	Essential commodities Act, 1955	19	63.3	11	36.6	1.63	0.49
2.9	Monopolies and Restrictive trade practice Act, 1969	20	66.6	10	33.3	1.66	0.47
2.10	Hire purchase Act, 1972	2	6.6	28	93.3	1.1	0.30
2.11	Standards of weights and measures Act, 1976	21	70	9	30	1.7	0.46
2.12	Prevention of black-marketing and maintenance of supplies of essential commodities Act, 1980	20	66.6	10	33.3	1.66	0.47
2.13	Bureau of Indian standards Act, 1986	23	76.6	7	23.3	1.76	0.43
2.14	Environment protection Act, 1986	24	80	6	20	1.8	0.40
2.15	The Railways claims Tribunal Act, 1987	0	0	30	100	1.06	0.25
2.16	Consumer protection Act, 1986	16	53.3	14	46.6	1.53	0.50
2.17	Electrical Appliances (Quality control) order, 1988	17	56.6	13	43.3	1.56	0.50
2.18	The Information Technology Act, 2000	19	63.3	11	36.6	1.63	0.49
2.19	Electrical wires, cables, appliances and accessories Act, 2003	19	63.3	11	36.6	1.63	0.49
2.20	Indian Electricity Act, 2003	14	46.6	16	53.3	1.46	0.50

- **Indian penal code, 1860:**

The mean size of the sample was 1.96 with a standard deviation of 0.18. The majority of the sample (96.6%) was aware of this act whereas (3.3%) of the sample was not aware of.

- **Indian contract Act, 1872**

The majority of the sample (80%) was aware of Indian contract Act, whereas (20%) of the sample was not aware of. The mean size of the sample was 1.8 with a standard deviation of 0.406.

- **The sale of goods Act, 1930**

The mean size of the sample was 1.83 with a standard deviation of 0.37. The majority of the sample (83.3%) was aware of this act whereas (16.6%) of the sample was not aware of.

- **The Agricultural produce Act, 1937**

The majority of the sample (80%) was aware of agricultural produce Act, whereas (20%) of the sample was not aware of this act. The mean size of the sample was 1.8 with a standard deviation of 0.406.

- **Drugs and cosmetics Act, 1940**

The mean size of the sample was 1.76 with a standard deviation of 0.43. The majority of the sample (76.6%) was aware of this act whereas (23.3%) of the sample was not aware of.

- **Drugs and Magic Remedies Act, 1954**

The majority of the sample (53.3%) was aware of Drugs and Magic Remedies Act, whereas (46.6%) of the sample was not aware of. The mean size of the sample was 1.53 with a standard deviation of 0.507.

- **Prevention of Food Adulteration Act, 1954**

The mean size of the sample was 1.66 with a standard deviation of 0.47. The majority of the sample (66.6%) was aware of this act whereas (33.3%) of the sample was not aware of.

- **Essential commodities Act, 1955**

The majority of the sample (63.3%) was aware of Essential commodities Act, whereas (36.6%) of the sample was not aware of. The mean size of the sample was 1.63 with a standard deviation of 0.49.

- **Monopolies and Restrictive trade practice Act, 1969**

The mean size of the sample was 1.66 with a standard deviation of 0.479. The majority of the sample (66.6%) was aware of this act whereas (33.3%) of the sample was not aware of.

- **Hire purchase Act, 1972**

The majority of the sample (93.3%) was not aware of Hire purchase Act, whereas (6.6%) of the sample was aware of. The mean size of the sample was 1.1 with a standard deviation of 0.305.

- **Standards of weights and measures Act, 1976**

The mean size of the sample was 1.7 with a standard deviation of 0.466. The majority of the sample (70%) was aware of this act whereas (30%) of the sample was not aware of.

- **Prevention of black-marketing and maintenance of supplies of essential commodities Act, 1980**

The majority of the sample (66.6%) was not aware of this Act, whereas (33.3%) of the sample was aware of. The mean size of the sample was 1.66 with a standard deviation of 0.479.

- **Bureau of Indian standards Act, 1986**
The mean size of the sample was 1.76 with a standard deviation of 0.43. The majority of the sample (76.6%) was aware of this act whereas (23.3%) of the sample was not aware of.
- **Environment protection Act, 1986**
The majority of the sample (80%) was aware of Environment protection Act, whereas (20%) of the sample was not aware of. The mean size of the sample was 1.8 with a standard deviation of 0.406.
- **The Railways claims Tribunal Act, 1987**
The mean size of the sample was 1.06 with a standard deviation of 0.253. Hundred per cent of the sample was not aware of this act.
- **Consumer protection Act, 1986**
The majority of the sample (53.3%) was aware of consumer protection Act, whereas (46.6%) of the sample was not aware of. The mean size of the sample was 1.53 with a standard deviation of 0.507.
- **Electrical Appliances (Quality control) order, 1988**
The mean size of the sample was 1.56 with a standard deviation of 0.504. The majority of the sample (56.6%) was aware of this act whereas (43.3%) of the sample was not aware of.
- **The Information Technology Act, 2000**
The mean size of the sample was 1.63 with a standard deviation of 0.49. The majority of the sample (63.3%) was aware of this act whereas (36.6%) of the sample was not aware of.
- **Electrical wires, cables, appliances and accessories Act, 2003**
The majority of the sample (63.3%) was aware of Electrical wires, cables, appliances and accessories Act, whereas (36.6%) of the sample was not aware of. The mean size of the sample was 1.63 with a standard deviation of 0.49.
- **Indian Electricity Act, 2003**
The mean size of the sample was 1.46 with a standard deviation of 0.507. The majority of the sample (46.6%) was aware of this act whereas (53.3%) of the sample was not aware of.

4. Conclusion

According to the results of the study, it was concluded that the students were aware of the legal measures that taken by the government for consumer protection. Hire purchase Act, 1972 and the railways claims tribunal act, 1987 were not aware of to the most of the consumers. Most of the students acquired the information about these legal measures through newspapers, journals and from course syllabus.

References

- [1] Gurjeet singh, Supreme Court of India Improvement trust, 1996.
- [2] Pittawala. The consumer protection Act
- [3] Venkateshwara rao. Comentary on consumer protection Act.
- [4] Satish, K and Batra. Consumer Behaviour.
- [5] News Papers & Magazines.