

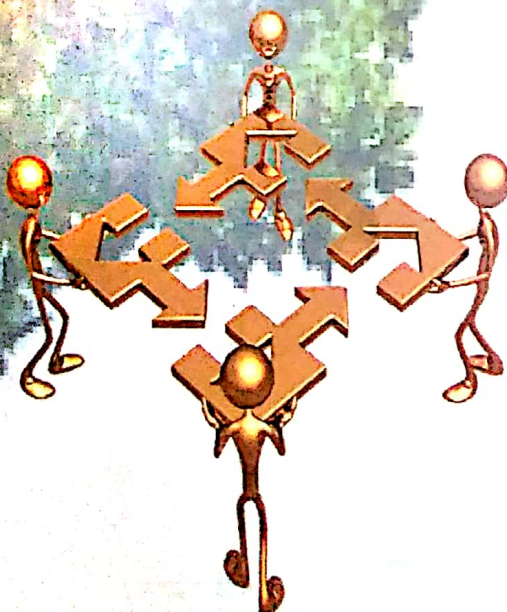
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CONSUMER AWARENESS AMONG B.ED.COLLEGE STUDENTS IN MADURAI DISTRICT

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Abstract

Consumer awareness has been observed that the people for, whom various schemes have been taken up by Bureau of Indian Standards (BIS), in fact, do not get benefit as expected. This is mainly because they are not fully aware of these schemes and their benefits. Also, only knowledgeable and alert consumers aware of their rights and responsibilities can protect themselves effectively. The need of the hour is, therefore, to educate the common consumers particularly those in rural areas who are more susceptible to exploitation. Once they are educated and made aware of the schemes that have been drawn up for their benefit and also the redressal forum that is available, the benefit of various schemes. It is, therefore, our bounden duty to play our part jointly and effectively in disseminating various schemes to the common consumers of the country. In this regard the role of the voluntary consumer organizations, consumer activists, non-governmental organizations, educational institutions. So that consumer awareness is more important for B.Ed. students.

Design: Descriptive, Method: Normative, Technique: Survey; Sample : A random sample of 410 B.Ed. college students from Madurai district with due representation to the select population variables, viz. Sex, Major subject, College locality and Type of institution.

- Consumer awareness among B.Ed. college students in Madurai district is above the average level.
- Consumer awareness among B.Ed. college students in Madurai district dependent upon Gender, Major subjects (arts vs others & science vs others) and Type of institution.
- Consumer awareness among B.Ed. college students in Madurai district independent upon – Major subjects (arts vs science) and College locality.

Keyword: Consumer awareness

Need for the Study

The necessity of adopting measures to protect the interest of consumers arises mainly due to the helpless position of the consumers. There is no denying fact that the consumers have the basic right to be protected from the loss or injury caused on account of defective goods and deficiency of services. But they hardly use their rights due to lack of awareness, ignorance or lethargic attitude. However in view of the prevailing malpractices and their vulnerability there to, it is necessary to provide them physical safety, protection of economic interests, access to information, satisfactory product standard, and statutory measures for redressal of their grievances. Goods may be consumables like wheat flour, salt, sugar, fruit etc. or durable items like television, refrigerator, toaster, mixer, bicycle etc. Services refer to items like electricity, cooking gas, telephone, transportation, film show etc. Normally, it is the consumption or use of goods and services that makes the person to be called as 'consumer'. But in the eyes of law, both the person who buys any goods or hires any service for consideration and the one who uses such goods and services with the approval of the buyer are termed as consumers. However, this is largely unknown to many citizens irrespective of whether they are educated or uneducated. With an enormous population along with high levels of poverty, unemployment and poor literacy levels, consumer awareness continues to remain low. Education is a lifelong process of constantly acquiring relevant information, knowledge and skills. Consumer education is an important part of this process and is a basic consumer right that must be introduced at the school level. Consumers by definition include all citizens who are, by and large the biggest group, who are affected by almost all government, public or private decisions.

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