

## **Guideline for project**

- Conduct Survey based on questionnaire
- Awareness campaigning
- Visit to consumer court
- Poster making in groups

Based on above activities students will prepare a detailed project dissertation. Performa of dissertation is given below:

### **Cover Page**

Title of Project  
Name of submitter  
Name of Teacher  
School name and logo

### **Acknowledgement**

### **Content with page number**

#### **Introduction**

Rise of consumer awareness  
Objectives of the Study  
Meaning of consumer awareness  
Forms of consumer Exploitations  
Factors causing exploitation of the consumers

#### **Rights and Duties of the Consumers**

Rights of the Consumers  
Duties of the Consumers

#### **Consumer Protection Measures**

Introduction  
Administrative Measures  
Technical Measures  
Legislative Measures

#### **Consumer Protection Act of 1986 and Case studies**

Consumer Protection Act 1986  
Case Studies

#### **Data Base and Methodology**

Collection of Data  
Sampling Technique used  
Statistical Tools used  
Limitations of the Study

#### **Analysis and Interpretation of Data**

Socio-economic Profile of the households  
Consumer Awareness of the People

#### **Summary and Conclusion**

#### **Bibliography**

#### **Appendix**

**Sample Questionnaire**  
**Consumer Awareness**

**Personal Information**

1	Name	_____
2	Education	_____
3	Occupation	_____
4	Age	_____
5	Sex(M/F)	_____
6	Residential Address	_____ _____

7	Age (In years)	No. of Persons		
		Male	Female	Total
		_____		
	• Below 5			
	• 5-14			
	• 15-64			
	• 65 and above			
		_____		
		Total:		

8	Level of Education	No. Of Persons
	_____	
	Illiterate	
	Primary	
	Secondary	
	Graduation	
	Others	
	_____	
	Total	
9	Monthly Income	( In Rs/-)
	_____	
	Up to 25000	
	25000-50000	
	50000-75000	
	75000-100000	
	100000 and above	
	_____	

**Product Information**

10	Which brand of Product do purchase?	
	(a) Brand A	(b) Brand B
	(c) Brand C	(d) Brand D
11	Do you find the product costly?	
	Yes/No	
12	Are you satisfied with the quality of the product ?	
	Yes/No	
13	How do you come to know about the product ?	
	Yes/No	

## Advertisement

TV	_____
Newspaper	_____
Magazine	_____
Cinema	_____
Sales Representatives	_____
Exhibits Stall	_____
Radio	_____
Any other	_____

14 Are you attracted by promotional offers like rebates, free, buy one get one free ?  
Yes/No

15 Do the Children influence purchase of particular product?  
Yes/No

16 If a new brand of product is launched in the market will you buy it ?  
Yes/No

17 If yes, then what consideration ?  
Price of the Product\_\_\_\_\_ Quality of the product\_\_\_\_\_  
Promotional offer\_\_\_\_\_ Any Other\_\_\_\_\_

## **Consumer Awareness Information**

18 Do you examine the expiry date of the items you buy?  
Yes /No

19 Do you check the MRP (Maximum Retail Price) before buying a product?  
Yes /No

20 Are you charged the MRP or more than/less than the MRP?  
Yes /No

21 Do you check the weight of the products mentioned on the items?  
Yes /No

22 Have you ever come across adulteration or duplication items?  
Yes /No

23 If yes to question (22), did you complain to:  
Shopkeeper /Main Supplier /Any Other

24 What was the response to your complaint?  
Satisfactory / Not Satisfactory / No Response

25 Are you aware of your rights as consumers?  
Yes /No

26 If you are not satisfied with the price/quality of the products do you realize the need for forming some consumer clubs to fight for your rights?  
Yes /No

27 Are you ready to join such forums for the redressal of your grievance?  
Yes /No

28 Are you aware of consumer courts for redressal of grievances of the consumers?  
Yes /No

29 If yes, have you ever filled a case in the consumer court?  
Yes /No

30 If yes to the question (29), was the consumer court able to redress your grievance?  
Yes /No

31 Do you think media can play an important role in increasing consumer awareness?  
Yes /No

Sign of respondent  
Date

Sign of enumerator  
Date