

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			

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