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A Comparative Study on Consumer Awareness Among Rural and Urban Home Makers of Gondia District

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Abstract-

Women is a creator of society. She plays a vital role. she is a homemaker. She completes lot of responsibilities in the home. She cooks food, home budget, washes cloths and cleans utensils. For doing this job she parches so many things from market. So there is a great need to increase consumer awareness especially among home maker . Consumer awareness plays a key role in decision making and benefits society by promoting customer satisfaction, increasing economic ability and creating realistic expectation. Every individual should be aware of their rights as a consumer.

The aim of this study was to measure the level of consumer awareness among home maker and find out is there any difference between rural and urban home maker about consumer awareness. The study was based upon the sample of 100 respondents. Data were collected by personal interview method. This study was carried out in urban and rural area of Gondia district. The data analysis was done by using descriptive statistics in terms of frequency, percentage, chi-square test.

Key word- consumer awareness, consumer rights, home maker.

Introduction-

Each & every person is a consumer. No one in the universe is out of the class of 'consumer'. One keeps on purchasing things/articles tell ones death. Modern business

is an essential part of today's society. There is socioeconomic impact on the companies and they provide goods and services likewise.

In the market, there are various goods/articles and services. It is very difficult to recognize which is genuine and which is fake. When the demand of products increase, the producers sold them at higher prize. Many callers exploit the consumers by using unapproved weights. The businessmen thinks only of earning more and more profits from their commercial establishment. The use many unfair means to loot the consumers. The consumers must be aware about their rights. They must resist to the unfair means of the businessmen. Consumer awareness plays an important roll in consumer satisfaction.

Women nourishes and builds her family. She manages her family by keeping them healthy and happy. Every woman is also a consumer. "A consumer is one who buys or uses any kind of product. Home makers are consumers in an economic and marketing system. They create a demand for variety of materials needed at home such as food products, clothing, furniture, household equipment and so on." When she purchase these thing it becomes very important for her to protect herself from the unfair trade practices of the traders and service providers. So we should be aware about weighing with unapproved weights.

The present study is to highlight the men objectives and major the degree of consumer awareness among rural and urban areas specially among housewives of Gondia district.

Objectives of the study-

- 1) To assess the consumer awareness among Gondia districts home maker.
- 2) To assess the consumer awareness among rural area home maker.

- 3) To assess the consumer awareness among urban area home maker.
- 4) To examine the rural and urban area home makers about diversity in consumer awareness.
- 5) To find out level of consumer awareness regarding their rights.

Research Methodology-

The research on this topic has done by adopting both the methods of research namely empirical research as well as doctrinal research. This study is an empirical research based on the survey method. A pre-designed and pretested interview schedule was used for collecting data from each selected housewives of rural as well as urban area.

Study Area-

The study area Gondia district has been selected for the present study. Gondia is popularly known as "The Rise Bowl" because of its yields of enormous paddy crops as well as for having 150 boiled rise mills. It catches attentions of nature lovers for its charming place of tourist importance such as Nagzira wild life century and Navegaonbandh National Park. Kanha-kesari, the world famous reserve forest and wild life century is about 160 km from the city.

Sampling Design-

Gondia district has rural and urban population. Data is collected from both areas of consumers. Fifty homemakers are randomly selected from urban and rural areas.

Data Analysis

The data collected from field study was empirically examined by statistical tools such as frequency, percentage and χ^2 test.

Hypothesis-

There is no significant difference between rural and urban home makers with regards to consumer awareness.

Limitation of the study-

- 1) The study was conducted only in Gondia district of Maharashtra.
- 2) The study is limited to the consumer awareness among housewives of rural and urban areas and has nothing to do with the views of other consumers.

Result and Discussion-

The packing of the product must have information about weight, maximum retail price, expiry date etc. Because it is the right of the consumer to know about it.

To decide the respondents awareness about the information given on the packing of the product, they were asked to indicate the factors that they check while shopping. The findings are represented in the table.

It was found that 90% of the rural and urban homemakers checked MRP/Price and the expiry/manufacturing data of the product. Then 58% rural and 80% urban respondents checked weight and size of the product. In the some way, 56% rural and 64% urban housewives checked the quality of the products.

A chi-square test was also use to determine whether there is significant difference or there is no significant difference between rural and urban homemaker regarding information to checked on product. As indicated in table 1, it was found that there was no significant difference between rural and urban home maker in terms of expiry/manufacturing date, MRP/Price and quality of product. It was found that there was significant difference between rural and urban homemaker regarding awareness in term of weight & size of products.

Awareness Regarding Consumers Rights-

The respondents were asked to express their awareness level regarding consumers rights. It was observed from table 2, that majority of respondents opinion depends on

the media information. 84% rural and 58% urban homemakers opined that media play an important role in increasing consumer awareness. It was found that 44% rural and 86% urban homemakers was aware of their consumer right. Moreover, it was found that 42% rural and 54% urban homemakers realized the need for forming consumer clubs to fight for their right. In the same way, 28% rural and 46% urban homemakers of the opined to join such forums for the redressal and their grievances. Zero percent rural and 8% urban home maker have filed a cases in the consumer court.

To find whether there was significant differences or there was no significant difference between rural and urban home maker regarding awareness of consumer right the statistical tool 'chi-square' was used. As indicated in table -2, there was significant difference between rural and urban homemakers regarding media. Media can play an important role in increasing consumer awareness ($\chi^2=8.20;P<0.05$). In context to awareness about their right ($\chi^2=19.38;P<0.05$) it was found significant difference between rural and urban homemakers. Further it was found that there was no significant difference between rural and urban homemakers regarding need for forming consumer clubs.

join such forums & ever filled a case in the consumer court.

Consumers have the right to oppose the dissatisfaction about the product. Table no 3, shows the responses of the respondents regarding the reaction of consumers when they face any problem or complaint. Table shows that 58% rural and 50% urban home makers complained to the shopkeepers but very few zero percent rural and 4% urban respondents complained to main suppliers and any other it was observed that 42% rural and 46% urban homemakers are complained.

The result of the chi-square test shown in table 3, reveled that there was significant difference between rural & urban homemakers regarding forward complained to shopkeepers, main supplier and other.

Table 4, shows that very few of the respondents 2% rural & 24% urban got satisfactory results to their complaints whereas 32% rural & 28% urban respondents did not get satisfactory results. Last but not the least majority of rural respondents 66% & 48% urban respondents got no response of their complaints. From table 4, it can be reveled that there was significant relation among the respondents.

Table 1; Type of Information Checked on Products-

S. No	Factors	Rural home maker				Urban home maker				Total				Statistical significance χ^2 value at Df=1
		Yes		No		Yes		No		Yes		No		
		Fr q	%	Fr q	%	Fr q	%	Fr q	%	Fr q	%	Fr q	%	
1.	Expiry & manufacturing date	45	(90)	05	(10)	45	(90)	05	(10)	90	(90)	10	(10)	0.00;P>0.05
2.	MRP/Pri	45	(90)	05	(10)	45	(90)	05	(10)	90	(90)	10	(10)	0.00;P>0.05

Table 2; Awareness Regarding Consumer Right-

S.no	Factor	Rural home maker				Urban home maker				Total				Statistical significance χ^2 value at Df=1
		Yes		No		Yes		No		Yes		No		
		Frq	%	Fre	%	Frq	%	Fre	%	Fre	%	Frq	%	
1.	Media can play an important role in increasing consumer awareness	42	(84)	08	(16)	29	(58)	21	(42)	71	(71)	29	(29)	8.20;P<0.05
2.	Aware of right	22	(44)	28	(56)	43	(86)	07	(14)	65	(65)	35	(35)	19.38;P<0.05
3.	Need for forming consumer clubs	21	(42)	29	(58)	27	(54)	23	(46)	50	(50)	50	(50)	1.44;P>0.05
4.	Join such forums	14	(28)	36	(72)	23	(46)	27	(54)	37	(37)	63	(63)	3.47;P>0.05
5.	Aware of consumer court	15	(30)	35	(70)	27	(54)	23	(46)	42	(42)	58	(58)	5.91;P<0.05
6.	Ever filled a case in the consumer court	0	0	50	(100)	4	(08)	46	(92)	04	(04)	96	(96)	2.47;P>0.05

Result and conclusion-

From the above discussion it is concluded that homemakers of Gondia district are fully aware of expiry & manufacturing date of products as well as MRP/price and quality of products. But they were not checked weight/size of the products. Further it is concluded that home maker are fully aware about consumer rights and there is no any diversity in consumer awareness among rural and urban homemakers.

Review of literature-

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