

**CONSUMER PROBLEMS AND PROTECTION FOR MIDDLE CLASS
HOME MAKERS IN NAGPUR**

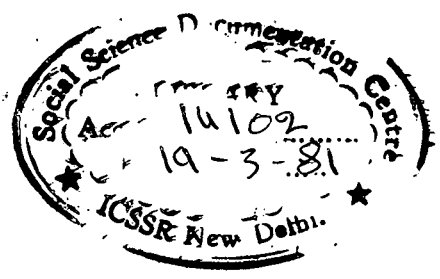
THESIS

Submitted For the Degree of Doctor of Philosophy,
Nagpur University, Nagpur.

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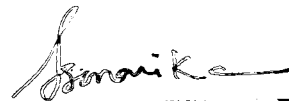
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The **27th Jan.** 1978.

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C E R T I F I C A T E

This is to certify that Mrs. Rajani Rai has completed her thesis, entitled "Consumer Problems and Protection for Middle Class Home-makers in Nagpur". I recommend that she be allowed to submit her thesis for the degree of Ph.D. of Nagpur University.


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I / Weights and Measures

WM 1	Awareness of decimal weights and measures among home makers (Income and Educationwise)**
WM 2	Purchase of articles in decimal weights and measures.
WM 3	Knowledge of provision regarding checking certification of Weights and measures.
WM 4	Checking seal of inspection before purchase.
WM 5	Use of certified weights and measures by sellers
WM 6	Views regarding use of short weights and measures.
WM 7	Checking nett weight before purchase
WM 8	Experience of actual weight being less than stated on the package.

II / Quality

Q1	Satisfaction regarding quality.
Q2	Reasons for dissatisfaction
Q3	Knowledge of ISI certification marks among home makers.

** Income and Education groups are common to all the above tables.

two.

- Q4 Knowledge of Agmark certification among home makers (Income and Educationwise)**
- Q5 Knowledge about GUNAMUDRA among home makers.
- Q6 Reading certification marks before purchase by home makers.
- Q7 Preference to Agmark products among home makers.
- Q8 Views regarding superiority of certified products.
- Q9 High price of Agmark goods : Views of home makers.
- Q10 Experience of certified goods being substandard.

III Adulteration and misbranding

- A1 Knowledge of PFA Act among home makers.
- Q2 Extent of knowledge of the Act.
- A3 Opinion about extent of adulteration in food stuffs.
- A4 Experience of purchasing adulterated goods.
- A5 Experience of approaching Food and Drug Inspector with a complaint.
- A6 If approached the Government Food and Drug Inspector with a complaint, what was your experience?
- A7 Knowledge of household methods detecting adulteration.
- A8 Traders' Association are helping in solving consumers' problems.

** Income and Education groups are common to all the above tables.

three.

- A9 Do you think Consumers' Associations help in solving Consumers' problems. (Income and Educationwise)**
- A10 Present legal protection against adulteration is adequate?
- A11 Do you think, the work done by Consumers' Association against adulteration is adequate?
- A12 The work presently being done by Militant Voluntary Associations other than Consumer-Association for consumer protection against adulteration.

IV Price

- P1 Reasonableness of the price paid for essential commodities.
- P2 Reasons for price fluctuations.
- P3 Stabilisation of prices due to Government price control.
- P4 Government price control in commodities is helpful for regular supply
- P5 Suggestions for stabilising prices.
- P6 Need for a change in family budget due to increase in prices.
- P7 Need for a change in consumption pattern.
- P8 Time Management

** Income and education groups are common to all the above tables excepting P5.

four.

V Product Information

- | | |
|----|---|
| L1 | Reading labels before purchase
(Income and Educationwise)** |
| L2 | Labels as a source of information. |
| L3 | Purchase decisions on informative labels. |
| L4 | Labels satisfactory means of protection. |
| L5 | In what way labels are helpful. |
| L6 | False labelling. |
| B1 | Brands help to differentiate between
the qualities of the similar goods. |
| B2 | Brands as reliable guide for purchase
decisions. |
| B3 | Price of branded goods. |
| B4 | Experience of purchasing misbranded
goods. |
| B5 | Knowledge of Drug Control Act among
home makers. |
| B6 | Information given on the packing of the
drug. |
| B7 | Advertisements being helpful in making
good choices. |
| B8 | Have you ever come across false advertise-
ments? |
| B9 | Objectionable advertisements. |

** Income and Education groups are common to all the above
tables.

five.

VI Supply

- | | |
|----|--|
| S1 | Statutory rationing assured regular supply of essential commodities (Income and Educationwise)** |
| S2 | Statutory rationing assured adequate supply. |
| S3 | Quality of goods supplied through ration shops. |
| S4 | Effectiveness of Essential Commodities in curbing, hoarding. |

VII Sales Promotion Methods

- | | |
|------|--|
| SP 1 | Utility of sales promotion schemes to consumers. |
| SP 2 | Opinion regarding quality of goods. |
| SP 3 | Desirable agents to control malpractices. |

** Income and Education groups are common to all the above tables.