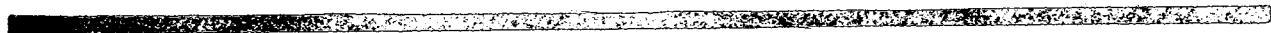


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APPENDIX I

No. _____

Consumer Problems and Consumer Protection for Middle-class Homemakers in India with Special Reference to Nagpur City

QUESTIONNAIRE

I General Information

Name _____ Address _____

Family Income Rs. _____ Education _____

1. As a home maker do you have any consumer problems?

Yes/No

If Yes, please tick-mark areas of your problems from the following :

- a) Quality
 - b) Measurement (Weights and Measures)
 - c) Adequacy of information regarding the product (Label).
 - d) Adulteration or misbranding
 - e) Trade practices : Regularity and adequacy of supply
 - f) Sales promotion method
 - g) Any other, please specify
- _____

2. As a consumer do you think you need some protection

Yes/No

If yes, would you prefer it from -

- a) Government
- b) Traders
- c) Consumer Association

(Tick-mark all that you prefer)

two

II Quality

Are you satisfied with the quality of goods of common consumption available in the market at present?

- a) Satisfied
- b) Partially satisfied
- c) Not satisfied

If not satisfied, please specify major reasons for your dissatisfaction.

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

Do you know anything about the Prevention of Food Adulteration Act?

Yes/No

How much do you know about the Act?

- a) Full knowledge
- b) Partial knowledge
- c) Little knowledge
- d) No knowledge

What, in your opinion, is the extent of adulteration in food commodities?

- a) Too much
- b) Little
- c) Much
- d) Very little

What are the commodities of common consumption in which adulteration is commonly found? (List a few)

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

three

Do you have any experience of purchasing adulterated goods?

Yes/No

What DID YOU DO when you found adulteration in the food you have purchased?

- i) Took it as it was
- ii) Complained to the neighbour
- iii) Complained to the trader
- iv) Returned the goods
- v) Informed the Inspector of Officer concerned
- vi) Complained to producer in case of packed goods.
- vii) Took your complaint to the Consumer Association.
- viii) Sent it for testing to a Laboratory
- ix) Any other.

Have you ever approached a Government Food and Drug Inspector with a complaint?

Yes/No

If yes, what was your experience?

- a) Prompt and positive action
- b) Delayed positive action
- c) Evasive action
- d) No action

Do you know any household method of detecting adulteration?

Yes/No

If yes, which is the source of your information?

- a) Exhibitions organised by Agmark, CGS or any other Organisations
- b) Newspapers and other periodicals
- c) Talks and seminars
- d) Radio
- e) Any other

four

Do you think Traders' Associations are helping in solving Consumers' problems?

Yes/To some extent/No

Do you think Consumers' Associations are helping in solving Consumers' problems?

Yes/To some extent/No

Do you think that the present legal protection against adulteration is adequate?

Yes/No

Do you think that the work done by Consumer Association against adulteration is adequate?

Adequate/Partiallyadequate/Inadequate

Suggestions, if any :

Do you think that the work presently being done by Militant Voluntary Associations other than Consumer Associations, like Shiv Sena, Anti Price Rise Committee etc., for consumer protection against adulteration is;

i) Adequate

Yes/No

ii) Desirable

Yes/No

five

Does the common occurrence of a adulteration in food commodities create for you any home managerial problems like;

- a) Change in food habits
- b) Cutting down on some major item(s) of expenditure
- c) Money and time management difficulties

III Labels

Do you READ labels before purchasing a product?

- i) Always
- ii) Frequently
- iii) Sometimes
- iv) Never

Do you think labels provide you with adequate information which is necessary for taking a purchase decision?

Yes/Partially/No

Do you take your purchase decisions on the basis of the information provided by the labels?

- a) Always
- b) Frequently
- c) Sometimes
- d) Never

Do you find labels as a satisfactory means of your protection?

- i) Satisfactory
- ii) Partially satisfactory
- iii) Unsatisfactory
- iv) No opinion

In what ways do you think labels help you?

do not help you

- i) _____
- ii) _____
- iii) _____
- iv) _____
- v) _____

six

Have you ever come across false labelling?

Yes/No

If yes, please give details.

Which of the following information should be available on the label?

- i) Name of commodity
 - ii) Net weight
 - iii) Name of producer
 - iv) Date of manufacture
 - v) Process of manufacture
 - vi) Retail price
 - vii) Precautions to be taken
 - viii) Directions regarding use
 - ix) Any other (Please specify)
-
-

IV Certification marks

Do you know about the following Certification Marks?

a) Indisn Standards Institution

b) AGMARK

c) Maharashtra Government's
GUNAMUDRA

Do you read Certification marks before purchasing?

- i) Always
- ii) Frequently
- iii) Sometimes
- iv) Never

seven

Do you give preference to Agmark products, if available?

- i) Always
- ii) Frequently
- iii) Sometimes
- iv) Never

Do you think Agmark goods are costlier?

Yes/No

Why do you prefer Agmark goods?

- a) Guarantee of quality
- b) Replacement in case of substandard goods
- c) Any other

If not, why?

- a) Because they are costlier
- b) Not up to the standard
- c) Not necessary, are of the same quality as other goods
- d) Has to be purchased in bulk
- e) Any other

Have you ever found a commodity below standard inspite of the Certification Mark?

Yes/No

If yes, what steps did you take?

- i) Used as it was
- ii) Complained to neighbour
- iii) Complained to the shop-keeper
- iv) Complained to the Consumers' Society
- v) Complained to the Government Authority
- vi) Sent for testing
- vii) Any other

eight

V Trading Practices are regularity or supply

- a) Regularly
- b) Adequately
- c) Easily
- d) Irregularly
- e) Inadequately
- f) With difficulty

What do you think are the reasons for your difficulties as a consumer-buyer, if any?

- i) Hoarding and cornering of supply by traders
- ii) Government restriction on movement of goods
- iii) Blackmarketing
- iv) Inadequate production
- v) Any other

Do you think statutory rationing ensures you regular and adequate supply of essential commodities?

a) Regular

Yes/To some extent/No

b) Adequate

Yes/To some extent/No

Give your opinion about the quality of articles supplied in Ration shops?

- a) Always satisfactory
- b) Sometimes satisfactory
- c) Never satisfactory

Please do specify any other difficulties that you face under the scheme of rationing :

How far do you think is the Essential Commodities Act Effective in eliminating hoarding?

- a) Successful
- b) Partially successful
- c) Not successful
- d) No opinion

nine

Please give your suggestions and comments.

How do you think that the evil of blackmarketing can be controlled?

How do you think regular supply can be ensured for the consumer?

Please give suggestions for improvement.

VI Weights and measures

Are you aware of the decimal weights and measures?

Yes/No

Do you purchase articles in terms of decimal weights or in terms of traditional weights and measures like Seer, Payali, Maund, Yard etc?

Traditional measures	Always
	Sometimes
	Never
Decimal measures	Always
	Sometimes
	Never

ten

Do you know that the weights and measures are to be checked and certified by the Weights and Measures Inspector, every two years?

Yes/No

Do you check the seal of inspection before purchase?

Yes/No

Do you insist that the weights and measures used by the seller are certified?

- a) Always
- b) Sometimes
- c) Never

Do you feel that you are cheated in weights and measures?

- a) Always
- b) Frequently
- c) Sometimes
- d) Never

Do you check the net weight of the contents before purchasing packed goods?

- a) Always
- b) Frequently
- c) Sometimes
- d) Never

Do you ever feel that the actual weight is less than stated on the packet?

Yes/No

VII Brands

Do you think branding helps to differentiate between qualities of the same goods?

Yes/No

eleven

Do you think that brands serve as a reliable guide for purchase decision?

Yes/To some extent/No

Do you feel that you have to pay a higher price for a branded good?

Yes/No

Do you ever have an experience of having purchased a misbranded good?

Yes/No

What would you do, if you come across a misbranded good?

- a) _____
- b) _____
- c) _____
- d) _____

Do you know about the Drug Control Act?

Yes/No

Do you think that information given on the packing of the Drug is;

- a) Adequate
- b) Partially adequate
- c) Inadequate

twelve

What more information would you like the manufacturer to give apart from;

- i) Price
- ii) Expiry date
- iii) Contents
- iv) Dosage
- v) Date of manufacture
- vi) Name of the disease for which it is to be used
- vii) Precautions for use
- viii) Special instructions

Do you think that advertisements help you in making good choices?

Yes/To some extent/No

Are your choices in purchase based on advertisements?

- a) Always
- b) Frequently
- c) Never

Do you think information given through advertisements is;

- a) Adequate
- b) Inadequate
- c) Truthful
- d) False
- e) Helpful
- f) Misleading

Have you ever come across false, misleading or objectionable advertisements?

a) False

Yes/No

b) Misleading

Yes/No

c) Objectionable

Yes/No

thirteen

If yes, what action would you like to take?

- 1) Intimate your disapproval to
 - a) The advertiser
 - b) The advertising Agency
 - c) The advertising Media
- ii) Bring to the notice of authorities
- iii) Any other, (please specify)

VIII Sales promotion methods

Do you think that the prize schemes, reduction sales or hire purchase etc., are profitable to the consumer?

Yes/No

If yes, in what manner?

	Lower price	Better Quality	Convenience	Any other
Prize scheme				
Reduction sale				
Hire purchase				

If no, why?

Substandard

Inconvenience

Any other

Give your opinion about the quality of goods under the scheme.

	Good	Partially good	Inferior	No opinion
Reduction sale				
Prize scheme				
Contest				
Hire purchase or instalment				

fourteen

What measures would you suggest to control malpractices of the trading community like;

- a) Poor salesmanship
- b) Differential behaviour to different customers
- c) Inconvenient timings, location, rules and regulations etc.

In your opinion, who should control the malpractices of manufacturers?

- a) Traders' Association
- b) Government
- c) Consumers' Organisations

IX Price

Do you think that the price you pay for the essential goods is generally reasonable?

- i) Always
- ii) Sometimes
- iii) Never

Do you think that prices fluctuate because of;

- i) Seasonal changes in supply
- ii) Hoarding by traders
- iii) Hoarding by consumers
- iv) Speculation

Do you think the Government Price Control in commodities is helpful for the consumer in;

a) Stabilising the prices

Yes/No

b) Ensuring continuous supply

Yes/No

How does instability of prices affect your family budget?

fifteen

What measures would you suggest for stability or price?

Due to the increase in price, are you required to make any changes in

1) Your family budget

If yes, How?

ii) Consumption pattern

If yes, How?

iii) Time management

If yes, How?

APPENDIX II

Major Consumers' Associations in India

1.

Name	:	Consumer Council of India
Address	:	13, Akbar Road, New Delhi. Telephone : 618227 and 386653
Founded	:	1964
Aims	:	To promote, organise and assist in measures for consumer protection; to study consumer problems and find solutions; to undertake case studies in respect of consumer commodities; to publish studies, periodicals, reports, etc., relating to consumer problems; to undertake consumer information and education; to advise and assist the government and other authorities in framing and enforcing laws to safeguard consumer interests; to assist in adopting and evolving standards for consumer goods.
Main activities	:	Comparative study and reports, consumer representation and information centres.
Publications	:	"Indian Consumer/Bharathiya Upabhogtha", monthly, in English and Hindi, Rs. 5/- p.a.
Membership	:	Individuals 3,000.
Finances	:	Membership fees and donations from non-business community
Principal Officers	:	Chairman, Mr. Balgovind Verma Vice-Chairman, Mr. YP Miglani Director, Dr. S Krishnamurthy
Relations	:	Corresponding member of IOCU.

two.

2.

Name : Consumer Guidance Centre
Address : C/o PB No. 1003.
31/282, Hospital Road, Cochin-682 011
Aims : To promote fair prices, good quality
and fair trade
Principal Officer : Executive Director, Mr. PM Thomas.

3.

Name : Consumers' Association
Address : 3/1/2, Armenian Street, Calcutta-1
Telephone : 22-7248/9
Cables : MERCOMCHAN
Founded : 1971
Aims : To constitute and maintain a central
organization for co-operation among the
public in the matter of their day-to-day
problems relating to availability, quality,
price, etc., of various consumer goods;
to further mutual assistance on problems
of common interest to the consumers and
to move the government and authorities
in matters concerning consumers to protect
the consumer interest in all spheres of
life;
to hold seminars, conferences, meetings,
etc., to create popular consciousness
for the same.
Main activities : Urging or opposing legislative or other
measures on matters affecting consumers'
interests;
conducting a systematic study of the
problems of consumers, and taking up
their grievances with retailers' organi-
zations, Chambers of Commerce etc;

three.

setting up methods and organization of vigilance on price, quality, standard and weight of the goods sold in the market.

Membership : Ordinary members (Rs. 25/- p.a.) 500
Associate members (Re. 1/- p.a.) 1,200

Finances : Membership subscriptions 100%.

Principal Officers : President Mr. BS Kothari
Vice-President Mrs. Meena Gupta
Hon. Treasurer Mr. AR Sonthalia
Secretary Mr. HR Bose.

4.

Name : Consumers' Association of Eastern India

Address : 15/1, Rowland Road, Calcutta-20
Telephone : 47-5341.

Founded : 1965

Aims : To conduct and encourage testing of consumer goods;
to advise consumers on standardized and quality controlled consumer goods;
to investigate the needs of the consumer;
to ensure harmonious co-ordination between consumers and producers;
to represent the consumer to the government and standards bodies.

Publication : Quarterly Newsletter for members only.

Membership : Individuals

Finances : Membership fees 100%.

Principal Officers : President Smt. Purabi Mukherjee
Vice President Smt. Mira Dutta Gupta
and Smt. Aroti Dutta
Hon. Gen. Secretary Smt. Shiela Davar

Relations : Corresponding member of IOCU.

four.

5.

Name : The Housewives Consumer Organization

Address : PO Box 140, Vasco da Gama, Goa.
Telephone : Vasco 703.

Founded : April, 1969

Aims : To endeavour to keep down the cost of living;
to protect the interests of the consumer;
to ensure that the views of The Housewives are made known to the legislature, government departments, producer boards and organizations;
to keep members informed on matters of interests to consumers;
to co-operate with other organizations which have similar aims;

Main activities : Solving local consumer problems; keeping tab on consumer commodities; advocating consumer education programmes.

Membership : Individuals : Rs. 10 p.a.

Principal Officers : Chairman Mr. Miguel Rodrigues
Vice Chairmen Mrs. Eugene Rebello and Mrs. Antonieta Nazare

Secretary/ Treasurer Mrs. Zoe Rodrigues

Committee Members Mrs. Anne Costa,
Mrs. Padma Sampath,
Mrs. Esmeralda Rosario,
Joe Santamaria,
Mrs. Antonieta Nunes,
Mrs. Eva Pereira
Miss Fatima Fernandes.

6.

Name : Consumer Guidance Society

Address : Hutment -J, Mahapalika Marg. Opp. Cama Hospital, Bombay-1.

five.

Founded

: April 4, 1966.

Aims

: To ensure that consumers are made aware of their rights and responsibilities; to ensure that they get their money's worth; to ensure that goods sold are up to the national and recognised standards; to ensure that producers and manufacturers abide by such standards as are necessary for the safety and health of consumers; to ensure that the consumer's voice is heard clearly on matters concerning his health, safety and economic well-being.

Main activities

: Consumer education through exhibitions, souvenirs, talks, conferences, meetings, articles in the press, radio, television, and monthly magazine 'KEEMAT'; handling individual complaints; testing consumer goods; price surveys and price resistance; consumer representation on Government and other advisory bodies.

Publications

: KEEMAT, monthly, free to members. Educational pamphlets and folders for free distribution at exhibitions, meetings etc.

Membership

: Founder members	9
Life members (Rs. 100/-)	86
Associate members (Rs. 500/- p.a.)	3
Institution members (Rs. 25/- p.a.)	14
Branch members (Rs. 35/- p.a.)	3
Ordinary members (Rs. 10/- p.a.)	1276

Finances

: Membership fees	26%
Donations	31%
Exhibitions, Souvenirs etc.	43%

Principal Officers

: President	Mr. G. L. Mehta
Chairman	Dr (Mrs.) Kamala Sohnie

six.

: Vice-Chairman Mrs. Krishna Basrur
Hon. Gen. Secretary Mrs. Swarn Kohli
Jt. Hon. Secretaries
Mrs. Indu Shirali
Mrs. Usha Sukthankar
Hon. Treasurer Mr. SV Char
Jt. Hon. Treasurer
Mrs. Sharda Joshi

Relations : Associate member of IOCU.

Table value of χ^2

D e g r e e of freedom	5% level	1% level
4	9.488	13.277
5	11.070	15.086
6	12.592	16.812
7	14.067	18.475
8	15.507	20.090
9	16.919	21.666
10	18.307	23.209
11	19.675	24.725
12	21.026	26.217
13	22.362	27.688
14	23.685	29.141