

Research Paper :

Consumer awareness about consumer forum/court

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ABSTRACT

The present study was undertaken to know the consumer awareness about consumer forum/court. A total of 400 respondents from different cities representing the multicultural groups including Faridabad, Panchkula, Panipat, Hisar and Karnal of Haryana state were selected purposively. Majority of respondents were aware about existence of consumer forum/court and none of the respondents in any city filed complaint in consumer court. Botheration for procedure was the major reason for not approaching the consumer forum/court followed by amount of loss which was very less, whereas, fear of rivalry was the least reason for not approaching consumer forum.

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Key words : Consumer, Awareness, Consumer forum

A customer buys a textile article largely based on the colour, appearance and style. The variety of man made fibres and blends coming out of textile mills along with other types of materials confuses any consumer. Visual judgement is not a reliable guide for selection of household articles of textiles.

In the present day competitive and ever expanding market, the consumers are better able to prevent problems and when they do occur, have them satisfactorily resolved. An educated and rational consumer can make a choice in such a way that the selected item gives maximum utility and satisfaction. Consumer education enables the consumer to make the wise selection through comparative judging of quality and price and averts from the tendency for impulsive buying.

Indian consumer is largely ignorant. Due to their ignorance of consumer rights and responsibilities, they face a lot of problems at the time of buying regarding quality, quantity products range, price of goods, etc. manufacturers or sellers easily befool the consumers who lack knowledge about household textiles and their purchase.

Manufacturers and shopkeepers are cheating costumers in the name of fashion. They are selling low quality of curtains and upholstery. So consumers faces many problems like colour fading after washing or loss of luster after washing and coming out of the embroidery threads/mirrors. Most of the consumers do not know how to deal such types of problems. In case, the consumers

have any complaint about the purchased articles they used to go to the shopkeepers who generally dissatisfy them either by refusing to replace or accept back and return the money. Rarely, the consumers file complaint in consumer court or approach the manufacturer for the defective piece. It is only because they lack knowledge about consumer courts and the procedure to seek redressal, also they are not aware of textile legislation, different regulations and laws formulated to protect the consumers. Considering these facts, the study has been carried out to access the consumer awareness about consumer forum/court.

METHODOLOGY

The different cities representing the multicultural groups including Faridabad, Panchkula, Panipat, Hisar and Karnal were selected purposively. Efforts were made to take different colonies of different cities of Haryana so that the sample could be true representation of the population.

The respondents for the study were both men and women as both are usually involved equally in purchase decision. Hence, both need to be educated about curtains and upholstery to be able to make the wise purchase. A total of 400 respondents were selected belonging to upper, middle and higher income groups because they use and change curtains and upholstery more frequently. All the respondents selected were graduates as this is considered important criteria since education gives better