

A STUDY OF CONSUMER AWARENESS REGARDING HOUSEHOLD GOODS AND SERVICES AMONG FEMALE OF MEHSANA CITY

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Consumerism is as old as man, who did not know then how to produce, but was endowed with plenty by Mother Nature to discover, use and consume. The ancient consumer moved from place to place to hunt for food. He ate whatever he could find such as fruits, nuts, berries, sweet roots and the flesh of animals. He made use of wood and dry leaves from forests to make fire to keep himself warm and also to tenderize the meat he hunted. It was purely by accident that man discovered that food could be grown by sowing seeds. This marked the beginning of man as a producer. Many such discoveries followed as he began to satisfy more of his needs with the resources around him. However he needed to stay at one place to look after his produce. Gradually he realized that he could not manage production on his own. So, he began to socialize and take the help of others around him. This led to group living, which resulted in sharing of goods with others, and exchange of services. The importance of consumer education is highlighted when the consumers are seen as part of the economy. Consumer plays a vital role in functioning of the economy. The circular flow of money from consumers and back to consumers in base of economy. It is the consumer who provides for the production of goods in form of land, capital and human resources. Consumer education also helps in making wise choices. In developing countries it becomes all the more important because there is variety of products and there is little control over standards. Consumers get cheated in several ways. Lack of awareness of consumer regarding their rights is another reason why they should be armed with proper education about their rights. They need to be alert and cautious, well informed against the various misleading tactics of the market.

The study was focused on the aim of To study effect of occupation and education of female on consumer awareness regarding house hold goods and services

Methodology :-Mehsana city was selected for the

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purpose of investigation, which is situated in the north zone of "Gujarat State". This city is far away 75k.m. from the Ahmedabad city which is metropolitan city of the Gujarat State. Mehsana city is most popular for trading business for agricultural product. Now a day's industrial zone also developed rapidly. The economic status is higher. The educational facilities also increasing so the area was selected for investigation to judging influencing factors on selected particular study. Sample was selected on the bases of variables of the study. The sample was selected from different words of the Mehsana decided by municipality distribution. The size of the sample was 192 only. Purposive random sampling technique was used for selection of sample. Female as a sample of the study, those female who were service women & home makers.

Research design was the plan structure and strategies of the investigation. From the design investigator conceived answered obtained from the decided standardize research tool. The investigator used interview method to explore the 192-selected household in Mehsana city. Descriptive research design was considered in the present study. It shows consumer awareness regarding household goods. Their buying and awaring about consumer protection, label awareness, effect of advertisement and standardize mark. The questionnaire was standardized by experts in the field of particular study. The tool was standardize by split half method the reliability of the tool was $r = 0.85$ so it was excellent to accept the tool for judgment.

Table showing occupation wise distribution of the respondents. The respondent had divided into two occupations. That is homemaker and service in both occupation 50% respondents were available. The homemaker was a respondent only run the home and service class respondent were run the home and work out side. The occupation variable needs to judge the experiences of an individual.

Table Three shows that working status wise education of the respondents. Education classified into three classes up to twelfth, Graduate and Post Graduate. Majority 37.50 percent respondents had education up to twelfth in home maker and 32.29 percent respondent had education up to twelfth in service class respondent wherever 31.25 percent and 32.29 percent respondents from Graduate class and 31.25 percent and 35.42 percent respondents from post graduate class from home maker and service class respondents respectively. Education is a factor, which helpful to bring out a desirable change in human behavior so education helps an individual for wise purchasing and awareness regarding consumer rights and responsibilities.

Table showing 't' value for null hypothesis "There will be no significant association between working status on respondent and General awareness about consumer goods". For that 't' value found 1.85. It was greater then tabulated 't' at 0.1 and 0.5 level. It shows that working status was must associated and significantly plays and important role in general awareness among consumer goods. 't' value for null hypothesis "There will be no significant relationship between working status of the respondent and awareness regarding consumer protection acts. 't' value was found 3.38. It was very greater then tabulated t value. The hypothesis was rejected and result shown significant.

The data revealed that 't' value for null hypothesis "There will be no significant influence of working status of respondents and redressal mechanism for consumer awareness. 't' value was found 3.70. It was greater then tabulated 't'. So the hypothesis was rejected and result shown significant. It was proved that working status was more influenced on awareness regarding redressal mechanism for consumer awareness. 't' value for both area knowledge regarding advertisement gimmicks and qualitative marks on consumer goods result was found significant. The working status of woman was significantly play an important role was shown areas of awareness. So the result was shown very significant with variable working status. Data revealed that 'F' value of null hypothesis "There will be no significant relation between education and knowledge of General awareness among the respondent".

The 'F' value found 0.57. It was very less than tabulated 'F' value so hypothesis was accepted so

result found non significant.

Data revealed that 'F' value of null hypothesis "There will be no significant relation between education and knowledge of consumer protection acts among the respondent". The 'F' value found 1.66. It was greater then tabulated 'F' value so hypothesis was rejected and the result concluded that education was highly significant for knowledge of consumer protection acts and proved that any legel knowledge needs education Data depicts that 'F' value for judging null hypothesis "There will be no significant relationship between education and knowledge of redressal mechanism among the respondent". 'F' value found 1.88. It was greater then tabulated 'F' value so an significant at 0.1 and 0.5 level so the hypothesis was rejected proved that education shown that effect on knowledge of redressal mechanism.

Table shown 'F' value of null hypothesis "There will be no significant association between education of the respondents and knowledge regarding of advertisement gimmicks. The 'F' value found 0.74. It was less then tabulated 'F' value so it resulted that the hypothesis was accepted and proved that education was no play the role significantly on awareness of advertisement gimmicks on respondents.

Data revealed that 'F' value for judging null hypothesis. "There will be no definite relationship between education of respondents and knowledge of qualitative marks on product among the respondents. 'F' value found that 0.36. It was non-significant result shown at 0.1 and 0.5 levels. So hypothesis was accepted and result concludes that education and knowledge of qualitative marks of products did not found definite relationship.

Summery and Conclusion-The study was comprises on 192 Female Samples of Mehsana City. The result concluded of the objective "To study effect of occupation and education of the respondents on Consumer Awareness regarding Household Goods and Services in selected Female Respondents". The result concluded Result found 't' value for null hypothesis "There will be no significant association between working status on respondent and general awareness about consumer goods". For that 't' value found 1.85. It was greater then tabulated 't' at 0.1 and 0.5 level. It shows that working status was must associated and significantly plays and important role in general awareness among consumer goods.

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Table-1 Table showing working status wise distribution of the respondents.

Working status	No of respondents	% of respondents
Service	96	50%
Home maker	96	50%
Total	192	100

Table-2 Table showing working status wise distribution of education of the respondents.

Education	Home maker		Service	
	No	%	No	%
Up to 12 th std	36	37.50	31	32.28
Graduate	30	31.25	31	32.28
Post Graduate	30	31.25	34	35.42
Total	96	100	96	100

Table - 3 Table showing working status wise 't' value of consumer awareness in different areas

Sr No	Areas	Group	Mean	SD	N	Calculated T	Tabulated T	Label
1	General Awareness	Service	128	11.33	96	1.85	1.65	S
		H.maker	126	11.2	96			
2	Awareness of consumer protection act	Service	24	3.92	96	3.38	1.65	S
		H.maker	22	4.21	96			
3	Awareness about redressal mechanism	Service	15	2.13	96	3.70	1.65	S
		H.maker	16	1.81	96			
4	Knowledge about advertisement gimmicks	Service	10	1.49	96	4.87	1.65	S
		H.maker	9	1.44	96			
5	Awareness regarding qualitative marks on consumer product	Service	12	2.29	96	3.33	1.65	S
		H.maker	11	1.95	96			

Table - 4 Table showing education wise 'F' value for significant consumer awareness in different area.

S.No.	Different awareness of	SOV	SIOS	Df	MSS	F	Level
1	General awareness	SSB	141.92	2	70.96	0.57	N.S
		SSW	23315.4	189	123.36		
		SST	23467.32	191			
2	Awareness of consumer protection act.	SSB	52.94	2	26.47	1.66	S
		SSW	3004.73	189	15.89		
		SST	3057.67	191			
3	Awareness About Redressal Mechanism	SSB	23.75	2	11.87	1.88	S
		SSW	1189.92	189	6.28		
		SST	1213.67	191			
4	Knowledge about advertisement gimmicks	SSB	3.73	2	1.73	0.74	N.S
		SSW	436.94	189	2.31		
		SST	440.67	191			
5	Awareness regarding qualitative marks on consumer product	SSB	2.62	2	1.31	0.36	N.S
		SSW	685.5	189	3.62		
		SST	688.12	191			

REFERENCES

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