

CHAPTER- 6

CONCLUSION, SUGGESTIONS AND IMPLICATIONS

6.1 Introduction

This present chapter is the last chapter of this study. It brings out the significance of the study. This chapter presents findings, implications and suggestions for future research. Efforts have also been made in this section to indicate major findings and to offer a few suggestions to teachers for positive influence of television on students learning.

The researcher did a survey. The purpose of the study was to know consumer awareness among undergraduate commerce students of the Sardar Patel University. The population of the study was all commerce under-graduate students of the Sardar Patel University and the scope of the study was delimited to the Consumer Awareness of undergraduate Commerce students of the Sardar Patel University. The sample was drawn only from the commerce colleges of the Sardar Patel University. The researcher selected eight commerce colleges from Anand district and from all the colleges sample of 240 students was taken. The selection of the colleges was done by the researcher through random sampling. Total 240 students and 8 teachers were taken as sample. From each college 30 students and 1 or 2 teachers were selected for data collection. The data analysis was done through percentage. The data was analyzed through counting and converting them into percentage.

6.2 Summary of Results, Conclusion, Suggestion and Implications

6.2.1 Major Findings

The data was collected in the month of December 2012 at the district Anand. First the researcher went to different colleges for data collection and analyzed and interpretation of data. On the basis of objectives of the study some findings received which are as followed:

1. T.y.B.com students have more consumer awareness than S.y.B.com and F.y.B.com commerce under graduates

2. Most of the commerce under graduates student do not believe that the item is good even it is endorsed by any cricketers or film stars.
3. Most of them say that they bargain even at MRP.
4. Most of the commerce under graduates do not check the weight of packed materials, only 55% cross check the weight of the products.
5. Most of the commerce under graduates ask for the receipt, check the ingredients of material check the expiry date, read the condition of grantee and warrantee, check the expiry date of food items and medicines, and check the nutrimental of the products, manufacturing date and MRP.
6. Most of the commerce under graduates do not believe that advertisements are right.
7. Most of the commerce under graduates do not purchase item because of attractive wrapping. They also do not purchase any item if it looks goods.
8. Most of them compare the prices of goods before purchasing
9. Most of the commerce under graduates say that they are aware of their right as consumer, know how to file a case in consumer court are exercise their right as consumer know ISI standard and other standards.
10. According to the commerce teachers commerce under graduates should have consumer awareness as consumers are cheated due to lack of consumer awareness. They should know the rights, they can be benefited financially and have better product, if they are aware. They can make others aware.
11. Teachers believed that commerce under graduates have more consumer awareness as they learn it in their course but consumer awareness also depends on the individual's perspective.
12. According to the commerce teacher to develop consumer awareness commerce under graduates should read paper, magazine take proper guidance and attend programs.

6.2.2 Suggestions for Further Studies

The researcher has studied consumer awareness of under graduates of district Anand. Same type of study can be done in other parts of the state and country.

This study has been conducted for Commerce under graduates. Same type of study can be conducted for graduates post graduate students.

The researcher has done her study on commerce students, same type of study can be done on the consumer awareness of students of humanities.

The researcher has done her study on commerce students, same type of study can be done on the consumer awareness of students of science.

There can be also study about the consumer awareness having different variables.

Similarly there can be comparatively study to compare consumer awareness between male and female.

There can be also study about the consumer awareness having different variables.

Similarly there can be comparatively study to compare consumer awareness between male teachers and female teachers.

6.2.3 Implications/ Conclusion of the study

Thus the study demonstrates that the commerce undergraduate students have much consumer awareness regarding expiry date, manufacturing date, MRP, ingredients, etc. but most of them are not able to recognize the symbols and many of them do not know they can bargain even at MRP and they need to check the weight of even packed materials. For that more guidance is required. This study shows level of consumer awareness among commerce students. Though the level of their consumer awareness is satisfactory, much can be done to make them more aware.