

Abstract

Consumer Awareness of Undergraduate Commerce Students of the Sardar Patel University

1. Introduction

In 21st century, people are beginning to consume more items as development brought a desire in man to live a healthy as well as a luxurious life. People are ready to part with their hard earned money for quality things but many times they are misguided and buy things of substandard quality. Sometimes they pay exorbitant money for worthless items. Advertisements and persuasion make them purchase substandard goods and poor quality items. To avoid all this and escape from being cheated, consumer awareness is necessary. There is nobody in the world that is left out of the class of consumers. The consumer hood continues till one's last breath in the world. Consumer is a person who consumes materials and goods produced by others. All human beings are consumers as they require every day for consumption foods, items/goods, clothing, and electronic items.

2. Need of Consumer Awareness

Why people should be aware of finance and economics? Who is a consumer? According to buyers' wish demand of product changes today in the commercialized world. For selling the product, companies make use of advertisement. Sometimes tall claims are made by the company but reality is different. Though consumer is called the king of market he is cheated and looted at every step.

- Many times advertisement does not present real pictures examples: like advertisement of Thumps up company in that it shows one man was jumping from sky, "aaj kuch tofani karte hai". It is very much, sometimes it is wrong examples: fairness products girl is' fair within 7 days.

- Sometimes things are outdated for examples: medicines which have expire, any other product like food items, preservative things they will be harmful, sometimes these foods become harmful, deadly, for the persons.
- Sometimes there is mixture of unhygienic things in food items urea in milk.
- Sometimes price is high in relation to integrating.
- Animal's fats mix in oil.
- Sometimes electronic items like fan, A.C., fridge, mixer etc... have not adequate safeguard the person can get shock it in using even in mobile the some kind of precautions are not taken.
- And there may be fault in machinery of the items like car, industrials tools, scooter, bike etc...

3. Consumer Awareness

Making existing and potential customers knowledgeable about products/services, consumer awareness programs create more informed buying decisions. Consumers cannot purchase products and services if they do not know they exist. A lack of consumer awareness in any industry can harm sales. If specific products and services are better known, those products and services will remain on the front line in sales. Therefore, it is important to implement consumer awareness programs that will introduce and make the target audience aware of the products and services a company offers. Consumer awareness programs can be initiated through the utilization of flyers, brochures, television, radio, guides, fact sheets, information posted to a Web site, school programs, and other sources depending upon the topic and the message delivered.

4. Statement of the Problem

Consumer Awareness of Undergraduate Commerce Students of the Sardar Patel University

5. Research Objectives

1. To study the consumer awareness of commerce graduates of first year, second year and third year students.
2. To study the awareness among students for consumer rights.
3. To study the awareness among students with respect to food adulteration.
4. To study the awareness among students with respect of expiry date.
5. To study the awareness among students for defective items.
6. To study teachers' perception and their suggestion about B.Com students' consumer awareness.
7. To find out difference in consumer awareness among B.Com first year, second year and third year students.
8. To study about different symbols related with consumer goods
9. To study commerce under graduates awareness about – ingredients of the material , authenticity of advertisement, quantity and quality, correct price

6. Research Questions

1. What are consumer rights?
2. What is awareness among the commerce graduate students about consumer rights?
3. What is the awareness among the commerce graduate students about the food adulterations?
4. What is the awareness among the commerce graduate students about the expiry date?
5. What is the awareness among the commerce graduate students about the defective items?
6. What are the teacher's perception and their suggestion about B.Com student's consumer awareness?
7. What are difference in consumer awareness among B.Com first year, second year and third year students?
8. What are different symbols related with consumer goods?
9. What are commerce under graduates' awareness about – ingredients of the material, authenticity of advertisement, quantity and quality, correct price?

7. Population of the Study

The population of the study is all commerce under-graduate students of the Sardar Patel University and the scope of the study is delimited to the Consumer Awareness of undergraduate Commerce students of the Sardar Patel University. The sample is drawn only from Sardar Patel University.

8. Sample of the Study

The researcher selected eight commerce colleges from Anand district and from all the colleges' sample of 30 students was taken.

9. Sampling procedure

For sampling the researcher collected the names of all the commerce college of affiliated with Sardar Patel University she wrote the names of all the colleges on different strips of paper then all the papers were put in box than the papers were fold than put in box. The researcher asked her guide to take out 8 pieces of papers. After that the names written on those pieces of the paper were written down thus the college were selected by the researcher through rotary method. Again from every college the researcher selected 30 undergraduate commerce students as sample total 240 students were taken as sample from each college 1 teacher was selected for interview.

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 of 30 students and 1 or 2 teachers were selected for data collection.

10. Tools for Data Collection

Since this research study depends mainly on the survey. The researcher used following tools for her study-

- Open ended for commerce undergraduate students
- Close ended questionnaire for commerce undergraduate students
- Interview schedules for teacher.

11. 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 are received which are presented below :

1. Most of the students do not believe that the item is goods even it is endorsed by any cricketers or film stars.
2. Most of them say that they bargain even at MRP.
3. Most of the students do not check the weight of packed materials, only 55% cross check the weight of the products.
4. Most of the students 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.
5. Most of the students do not believe that advertisements are right.
6. Most of the students do not purchase item because of attractive wrapping. They also do not purchase any item if it looks goods.
7. Most of them compare the prices of goods before purchasing
8. Most of the students 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.
9. According to the teacher student should have consumer awareness as consumers are cheated, they should know the rights, they can be benefited financially and have better product, if they are aware, they can make other aware.
10. According to them commerce students have more consumer awareness as they learn in their course but it also depends on their individual's perspective. According to them to develop consumer awareness commerce students should read paper, magazine take proper guidance and attend programs.

12. 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.