

Appendix A

Questionnaire for M.Ed dissertation work

Consumer Awareness of Undergraduate Commerce Students of the Sardar Patel University

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Dear students,

The researcher has prepared this questionnaire to know about the consumer awareness. The answers will be used for the research work only. Answers will be totally confidential. You are requested to fill the following questionnaire honestly. This questionnaire is divided into two parts –**close ended and open-ended**. In close ended questionnaire you have to tick mark in either yes (✓) or no (X), in open-ended questioner you have to answer in brief given space.

Please fill the following information before answering the questions:

Standard:

Name of the college:

Medium:

Male/ female:

Urban/rural area:

Sr No.	Close ended questionnaire	Yes(✓)	No(X)
1.	Do you believe the item is good if it is endorsed by any cricketer?		
2.	Do you think whatever more film stars say is always right about the items advertised?		
3.	Do you think you have to pay definitely the price given in MRP?		
4.	Do you think you can bargain even at MRP?		
5.	Do you think that there is no need to weight packed materials?		
6.	Do you ask the shopkeeper for giving you a receipt for the goods purchased?		
7.	Do you check ingredients of any material before buying?		
8.	Do you check the expiry date of things before buying?		
9.	Do you read the guarantee /warranty of the items?		
10.	Do you believe advertisements about the product always advocate correctly??		
11.	Do you purchase any item only due to its attractive wrapping?		
12.	Do you believe that any item is good if it looks attractive?		
13.	Do you examine the expiry date of the food items and medicines when you buy them?		
14.	Do you read the nutritional labels on food products?		
15.	Have you ever cross checked the weights of the products mentioned on the item?		
16.	Do you compare the price of goods you buy, at other Stores?		
17.	Do you believe everything written on the label?		
18.	Have you ever come across adulteration in foodstuffs?		
19.	Are you aware of consumer courts, for redressed of grievances of consumers?		
20.	Are you aware of your rights as a consumer?		

21.	Are you aware of the procedure to file a case in the consumer courts?		
22.	Do you check the manufacturing date, MRP, etc. when you buy any stuff?		
23.	Have you ever exercised your rights as a consumer?		
24.	Do you know about ISO and other standards made by the government?		
25.	Do you take the opinion of experts before purchasing expensive items?		
26.	Do you feel frustrated as items purchased by you are not of that value as shown?		
27.	Do you purchase items only because you see their advertisements?		
28.	Do you purchase the things because you require them?		
29.	When you eat out at any place such as restaurants, cafes , pubs and take always, or buy food to take home to eat from supermarkets or shops, do you tend to be aware of the standards of hygiene of these places?		
30.	Do you complain when items are not good?		

Open-ended questionnaire

You have to answer this question in given spaces.

Q1. Was your complaint to the supplier/shopkeeper ever attended by him to your satisfaction?
How?

Q2. Arrange the following according to your priority while purchasing the products in descending order.

1. Price []

2. Advertisements []

3. Quality []

4. Quantity []

5. Package []

6. Offers []

7. Information about products []

8. Discounts []

9. If any other please specify _____

Q3. This symbol stands for what? 

Q4. This symbol stands for what? 

Q5. This symbol stands for what? 

Q6. This symbol stands for what? 

Q7. This symbol stands for what? 

Q8. How do you know the hygiene standards of the places you eat out at or buy food from?

Q9. How confident are you about the role played by the food standards agency in protecting your health with regard to food safety?

10. What do you mean by 'consumer exploitation'?

Appendix B

Interview schedules

Name of the teacher: _____

Name of the institution: _____

Gender: _____

Q1. Why should students have consumer awareness?

Q2. Are the commerce students more aware than other students?

Q3. What is your suggestion to improve consumer awareness in your students?

Q4. How can the students be prevented from being misled by false advertisements?

Q5. How does consumer awareness help a person in managing his finances?

Q6.What is the factors which cause exploitation of the consumer?

Q7. What are the various ways in which a consumer is exploited by manufacturer and traders?

Q8. What are the duties that consumers must fulfill to secure their right?

Q9. To protect the interests of the consumers, the government has adopted three strategies – legislative, administrative and technical. What do you mean by these strategies?

Q10. What are the various rights of consumers?

Q11. Mention an organization which provides certification of standardization in India?

Q12. Name the consumer courts at the district, state and national levels.
