

AWARENESS OF CONSUMER RIGHTS IN COLLEGE GOING GIRLS ON E-SHOPPING IN JABALPUR CITY

SAUMYA MISHRA
Research Scholar

DR. JYOTI JAIN
Head and Asst. Professor,

DR. ABHA TIWARI
Asst. Professor & head

Department Of Resource Management
Govt. M. H. College of Home Science and
Science for Women (Autonomous),
JABALPUR (M.P.)

We all are CONSUMERS and we should have to know our RIGHTS especially when we are purchasing online because Expansion of Internet has increased the popularity of electronic purchase channels and one Day it will be come period of Internet, where Internet will play significant role in most of the work.

Today is a Era of Women Empowerment and Women appreciate & admire Shopping. The Current Research was conducted to understand the AWARENESS OF CONSUMER RIGHTS in College going Girls whose intension is to Purchase Goods /articles through online shopping websites. A Survey of 100 college going girls of Jabalpur City (M.P.). was conducted through Questionnaire method and after analyzing their view / opinion the arrived statistic has been used in this paper..

The Result Indicates that the college going girls did not know much about their rights for purchasing .They know very well how to purchase online But they don't know how to beware of fraud and what to do after cheating by E- shopping ,They also don't have full information about Consumer Protection Act (1986) even they did not know about their five basic consumer rights .They used to do transaction for online buying for Goods and Services, But they did not know if any deceit committed to them, then how to overcome with these cheating in proper manner. They use Android and Windows for online shopping but they did not know the correct way of online shopping, even they did not know which website is authentic /genuine for them. It has also observe that the fraud has been committed with Some Girls but they did not know that where to approach for justice .

Overall, Awareness of Consumer Rights is Approximately Zero in college going girls in Jabalpur city . So we prepared a brochure about Consumer Rights and on beware of fraud from E- Shopping in Right manner and gave them after analysis of Questionnaire, which will improve their knowledge about Consumer Rights and they will beware of fraud in future.

KEY WORDS- Awareness, consumer Rights, college going girls , E-shopping, Fraud, deceit.

➤ **Introduction-**

We all are consumers , and every consumer consume different types of Goods and Services in their whole life. In the words of Mahatma Gandhi (1890) “A customer is the most important visitor on our premises. He is not dependent on us, we dependent on him. He makes favour to us, not we favour on him.”

Also said- consumer is the king of the market, But most of the Consumer don't know about their powers, about the consumer Rights and result is exploitation of consumers which is not good for our Economic development. So, there is need of creating awareness in our country, higher consumer awareness lower the exploitation and vice versa.

{ Consumer awareness may be defined as clearly understanding the need and priority of purchasing , conditions and warranties of purchase agreement and rights and duties of consumer .The consumer must be aware his rights and the available legal measures against exploitation . }

A Whole day of shopping is the dream of every girl especially young ones.....It is true fact, which can be unchanging. Particularly college going girls motivated for online shopping by a variety of different reasons including socialising, enjoyment, trend and most important 'FASHION'. Now days , there is a boom in online purchasing , which are magic for girls in their hand. Internet commerce involves the sales and purchase of products and services over the internet . This new style of shopping made has been called "E-shopping" or Online shopping. Electronic commerce has experienced rapid growth in the last few decades . The internet has changed the why consumers buy goods and services throughout the world and it is based on Business to consumer (B2C) and business to business (B2B) .

In the media environment, the lack of face-to-face interaction with customers, businesses are difficult to control the process of service, customers can not see the service staff, also can not contact with the commodity, easy to form a sense of bias and complaints or dissatisfaction, may greatly improve the service failure. Service failure and customer dissatisfaction continues to increase, so that the enterprise has to take service recovery measures to reduce the negative impact on consumers and businesses due to the failure of service. . But we have one question in our Mind that our Young Generation really knows their Rights of consumer and they aware about it ?

In order to create consumer awareness and safeguarding their interest , the government of India has enacted Prevention of Food adulteration act 1954, Standards of weights and measures act 1956, Indian standards institution act 1952, Essential commodities act 1955, Consumer Protection act 1986.

The Consumer Protection Act 1986 provides protection to the rights of consumers and redressal of consumer disputes .The Act applies to all goods and services, excluding goods for resale or for commercial purpose, services rendered free of charge and under a contract for personal service. In the history of Indian legislation, enactment of Consumer Protection Act (CPA) 1986 clearly reveals the recognition and growth of consumer jurisprudence. The Consumer Protection Act is a compassionate social legislation that provides for protection of rights of the consumers and redressal of consumer disputes. CPA has provided for three tier quasi-judicial consumer dispute redressal mechanism at district, state and national level.

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This Paper is based on Awareness of Consumer Rights of college going girls on E- Shopping in Jabalpur city. The reason of this research to know the Knowledge level about consumer rights in college going girls and we should know their awareness about online shopping, like website, transaction method , products and so on.

Awareness- "Knowledge or perception of a situation or fact." Or "Awareness is the ability to directly know and perceive, to feel, or to be cognizant of events. More broadly, it is the state of being conscious of something."

Consumer Rights – "Consumer rights is the belief that all consumers have the right to know what they are buying. Companies often market things in a slanted, bias way in order to increase sales by misleading the buyer. This is done with a variety of products including food, cosmetics, and clothing, among other things. By using tricky semantics, companies can make their product seem to mean one thing, while the truth is opposing."

Or "Consumer rights refer to a consumer's right to safety, to be informed, to choose and to provide manufacturers with information concerning their products and services when they make a purchase. Manufacturers who violate consumer rights are subject to lawsuits by their customers"

E-shopping- “E-shopping or online shopping is a form of electronic commerce which allows consumers to directly buy Goods and Services from a seller over the internet using a web browser . Alternative names are – e-web store, e- shop, e-store, Internet shop, web –shop , web store, online store, and online storefront etc.”

College going girls-That girls which are running in adolescence age and they join their higher studies in regular mode from any legal higher institute.

Fraud- “Wrongful or criminal deception intended to result in financial or personal gain. ” Or “a person or thing intended to deceive others, typically by unjustifiably claiming or being credited with accomplishments or qualities.”

Deceit-“ The action or practice of deceiving someone by concealing or misrepresenting the truth.”

Scope of the Study-

This study helps firms, organizations and websites improve their marketing strategies . Helpful for problem recognition and awareness of need through online shopping of college going girls . For social marketing getting idea across to consumers rather than selling something.

Objectives of the Study-

- To know the percentage of college going girls , which are used to online shopping .
- To know the percentage of college going girls , who know about their Shopping Rights and Consumer Protection Act. Or To study of Awareness of Consumer Rights among the college going girls .
- To study why college going girls moves towards online shopping.
- To understand the preferential method use for transaction in online shopping .
- To identify which website is mostly used by college going girls.
- To know the percentage of college going girls who got fraud by online shopping.
- To know the reason of why college going girls got fraud from online shopping.

Hypothesis of the Study-

- College going Girls mostly buy goods and services from cash on Delivery method.
- Most of the College going Girls don't know about their shopping Rights & Consumer Protection Act.

Limitations of the Study-

The study has following limitations-

1. The sample was selected from few college going girls of Jabalpur city.
2. The sample was limited to 100 respondents.
3. The range limited only college going girls, age group- 17 to 27 years.
4. Randomly selected respondents had been used for filling the questionnaire.

➤ Review of Literature-

Peng (2010) has reported that with new wireless technology constantly being developed , online shopping is increasingly common now days .People can search for and buy products online much more conveniently and efficiently then shopping in retail online stores. In fact, the number of people who choose online shopping is continuously increasing . This study is concerned with factors that affect student “decision making” as to whether to buy products online .this research used mix methodology , which includes quantitative and qualitative methods , and the information had been selected by survey and interview. A total of 92 students responded to the survey & 9 students were interviewed. The information gathered in the research is analysed in comparison with relevant literature. These factors (price , convenience, efficiency, safety , product range and services.) provide a structure to this research,

Sen(2014) has reported that The internet has become a new platform for electronic transaction and consumers in India are increasingly using the internet for online shopping purposes. Online marketing has thus emerged to

be the key to success for many companies and the online presence of organizations has become inevitable in nature. This paper identifies the key factors that influence the online purchase of products in Kolkata. In this study take sample of 150 respondents was selected in Kolkata and a self-administered questionnaire was used to collect primary data. The data was recorded by using a number of open ended questions, close ended questions, from the Likert Scale and interpreting the data. The findings of the study showed that the cost factor, convenience factor, product factor and seller related factor are the four important factors influencing the online purchase of products in Kolkata.

➤ **Plan, Methodology/ Research Design-**

i) Selection of method of Inquiry- The universe being too large and time & other resources being limited, Convenience Sampling method were selected for the present study.

ii) Selection of Samples- The sample selected on purposive random basis

iii) Selection of method for collection of Data- Questionnaire method used for collection of data. A survey was done to get an idea of the various problems. In the trival survey the same procedure was followed as was to be adopted in actual survey. The no. of cases in it was five on the basis of this pilot study necessary amendments are done in the schedule.

iv) Sources of Information-

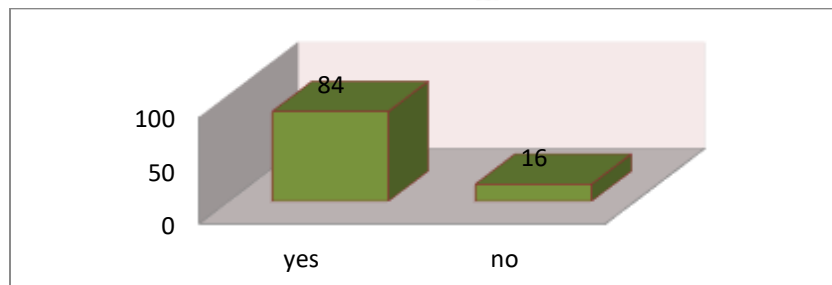
- a) Primary Sources- Respondents (college going girls) from age group 17 to 27 years were selected as the primary sources. It was collected from 100 respondents in different girls colleges of Jabalpur city through questionnaire.
- b) Secondary Sources- It may be termed as “Documentary Sources”. The information was gathered from different books, magazines, journals, news scripts and websites etc.

Analysis of Data-

After the data was collected it was tabulated and analyzed statistically, wherever needed statistical tests were applied to get the final results .The information gathered was from the 100 respondents(college going girls) surveyed from Jabalpur city. The age running 17to 27 years.

TABLE NO. 01
No.of Respondents according to adoption of online shopping

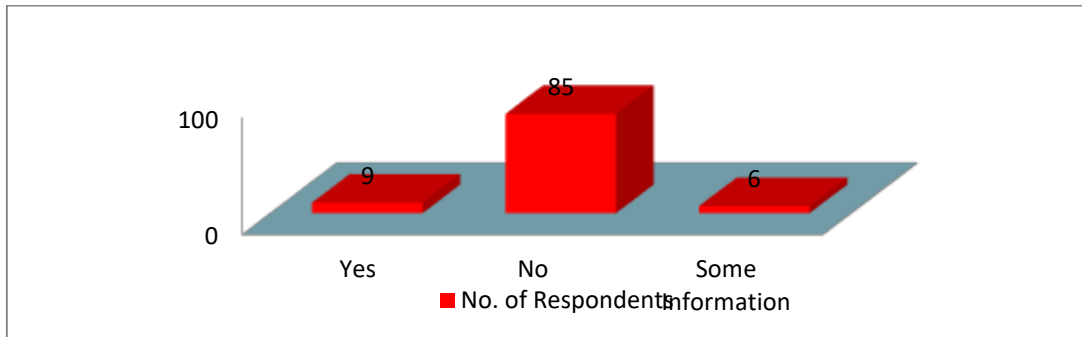
Sr.no.	Adoption of online shopping	No. of Respondents	Percentage %
1.	Yes	84	84 %
2.	No	16	16 %



Here 84 % college going girls of Jabalpur city accept the adoption of online shopping. They use online shopping like a trend and 16% college going girls do not accept the adoption of online shopping because of some reasons (like- not knowledge about internet, limited resources, don't want to take any Risk etc.) Bajaj(2008) also reported that females were good adopters of online shopping compared to male.

TABLE NO. 02
No.of Respondents according to their knowledge about Consumer Rights

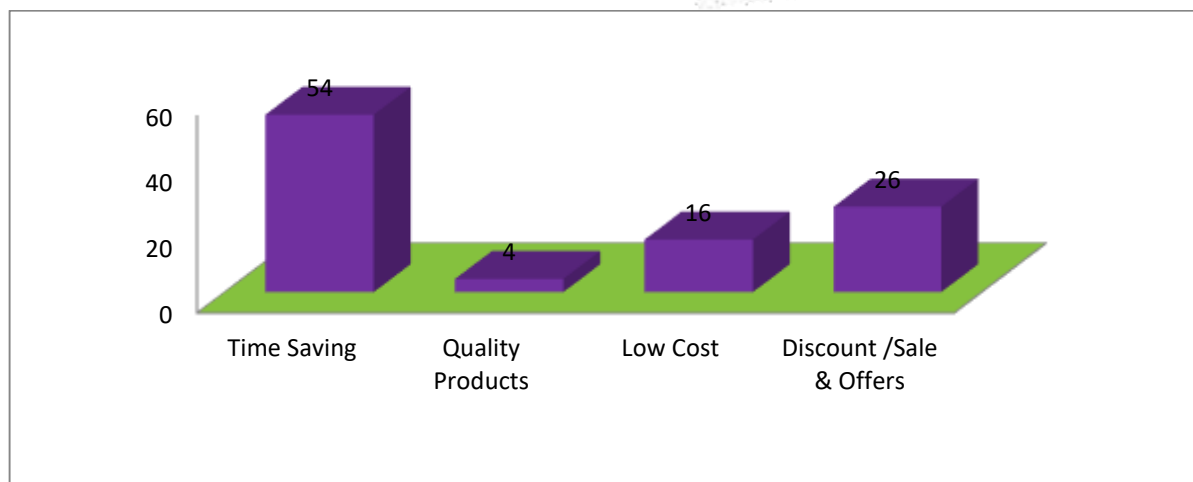
Sr.no.	Knowledge of online shopping	No. of Respondents	Percentage %
1.	Yes	09	09 %
2.	No	85	85 %
3.	Some Information	06	06%



Here 85 % college going girls of Jabalpur city did not know their shopping Rights. They use online shopping like a trend but they don't know the basic rights of consumer. Only 9 % college going girls know about consumer rights and use it .whereas 6 % college going girls have few knowledge about rights of consumer.

TABLE NO.03
No.of Respondents according to Causes moves towards online shopping

Sr.no.	Causes moves towards online shopping	No. of Respondents	Percentage %
1.	Time Saving	54	54%
2.	Quality Products	04	04 %
3.	Low Cost	16	16 %
4.	Discount /Sale & Offers	26	26 %

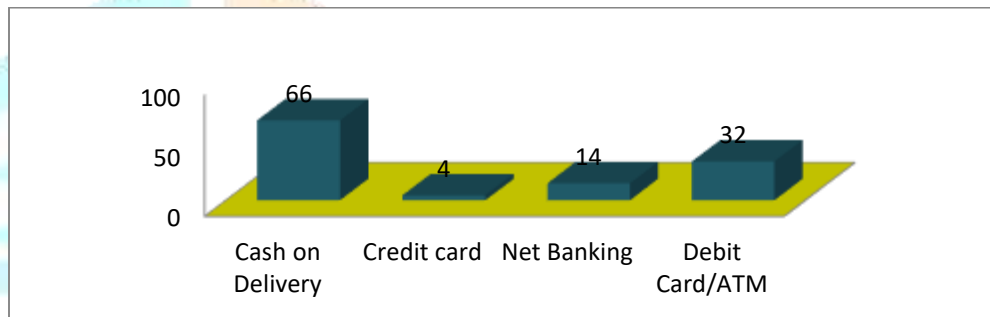


Here explain the reason & causes moves towards online shopping by respondents for Time saving(54%), Discounts/Sale & offers(26%), low cost(16%), and Quality Product(4%) respectively. Gurleen (2012) reported that the consumer being Price Sensitive , Most of the consumers prefer to buy online because they will get heavy Discounts.

TABLE NO.04

No. of Respondents according to method used for Transaction in online shopping

Sr. No.	Method Used for Transaction	No. of Respondents	Percentage %
1.	Cash on Delivery	66	66 %
2.	Credit card	04	04 %
3.	Net Banking	14	14 %
4.	Debit Card/ATM	32	32 %

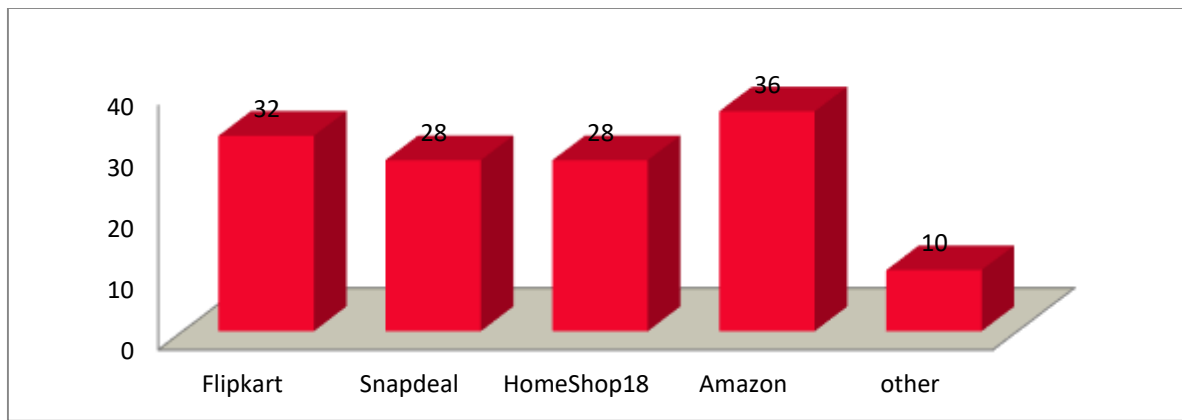


In this table , Respondents choose mostly Cash on Delivery (66%) transaction method ,some time Debit card/ATM (32%), Net Banking(14%), Credit card(04%) respectively take for transaction .

TABLE NO.05

No. of Respondents according to preference of different online shopping websites

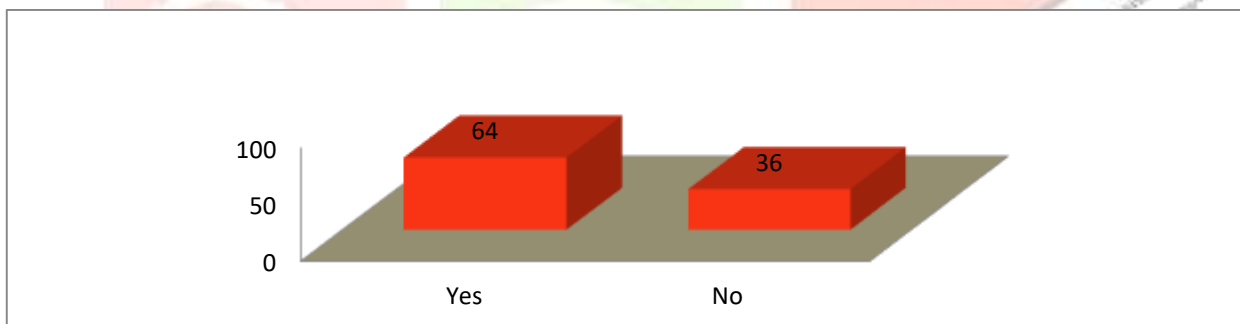
Sr. no.	Online shopping websites	No. of Respondents	Percentage %
1.	Flipkart	32	32 %
2.	Snapdeal	28	28 %
3.	HomeShop18	28	28 %
4.	Amazon	36	36 %
5.	other	10	10 %



According to this table, respondents prefer mostly Amazon.com(36%) to purchasing online but respondents do not only choose the only website, they are surfing different-different websites and choose their favourite deal in right websites. So they also prefer Flipkart(32%), Snapdeal(28%), Homeshop18 (28%), and other websites(10%).

TABLE NO. 06
No. of Respondents according to fraud by online shopping

Sr.no.	Got fraud by online shopping	No. of Respondents	Percentage %
1.	Yes	64	64 %
2.	No	36	36 %

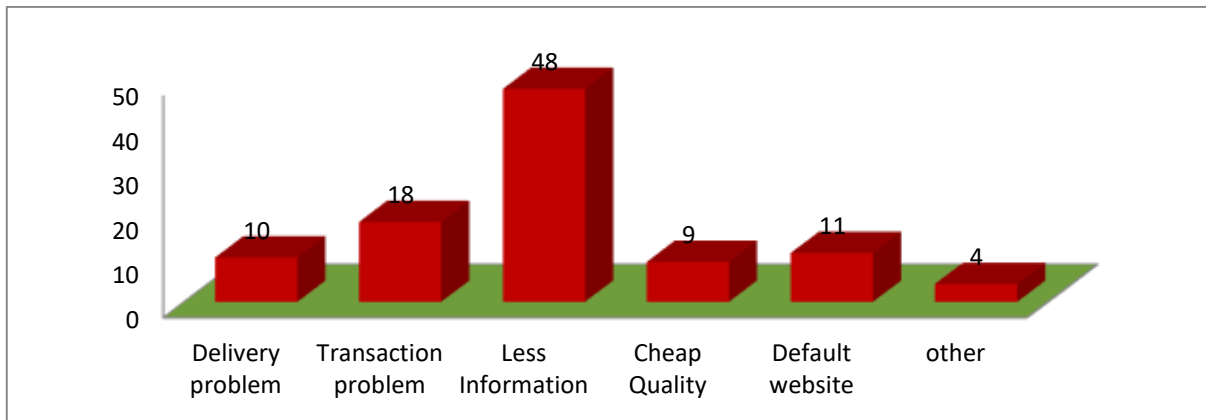


In this table, 64 % Respondents got fraud by online shopping. and 36 % did not accept that online shopping is a blind faith.

TABLE NO.07
No. of Respondents according to the Reason of fraud by online shopping websites

Sr. no.	Reasons	No. of Respondents	Percentage %
1.	Delivery problem	10	10 %
2.	Transaction problem	18	18 %
3.	Less Information	48	48 %
4.	Cheap Quality	09	09 %

5.	Default website	11	11 %
6.	other	04	04%



Here explain the reason & causes why respondents got fraud in online shopping. 48 % respondents have less information about E- shopping. 18 % have transaction problem. 11% respondents used default websites. 10 % said delivery was not right. 09% said product quality was not good as same like website. 04 % have other problems like communication related problem , suddenly order canceled, not in stock etc.

➤ **Conclusion-**

The growth in the number of E-shoppers is greater than the growth in internet users and in online purchasing we have larger option to choose products & services. It was seen from the study that most of college going girls in Jabalpur city , age group- 17 to 27 years were found to be adopters of online shopping because its Time Saving Method and they got more discounts in E-shopping. Especially, they use online shopping because every day a new Discounts and Offers comes on shopping websites. Amzon.com(online shopping website) is most preferable shopping website for college going girls in Jabalpur city, they use also flipkart, snapdeal, homeshop18 websites to buy products and services. They usually use very safe transaction method that is Cash on Delivery, some time they also choose ATM, Net Banking and Credit card. But College Going Girls don't know about their Consumer rights and The Result Indicates that the college going girls did not know much about their rights for purchasing .They know very well how to purchase online But they don't know how to beware of fraud and what to do after cheating by E- shopping.

Overall ,college going girls of Jabalpur city are crazy about online shopping because of saving time ,convenience and Discounts. They use Cash on Delivery method for transaction because which are very safe , But they did not know if any deceit committed to them, then how to overcome with these cheating in proper manner.

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