

QUESTIONNAIRE ON CONSUMER AWARENESS

NAME OF THE RESPONDENT: _____

(PASTE PHOTO)

ADDRESS: _____

Here

OCCUPATION: _____

FAMILY INCOME: _____ **(monthly Income)**

EDUCATIONAL QUALIFICATIONS: _____

S.No	For each question, tick one	Always (A)	Sometimes (B)	Never (C)
1.	When you buy some item, do you insist on a bill?			
2.	Do you keep the bill carefully?			
3.	If you realize that you have been tricked by the shopkeeper, have you bothered to complain to him?			
4.	Have you been able to convince him that that you have been cheated?			
5.	Do you simply grumble to yourself reconciling that it is your fate that you are often being victimized so and it is nothing new?			
6.	Do you look for ISI mark, expiry date etc?			
7.	If the expiry date mentioned is just a month or so away, do you insist on a fresh packet?			
8.	Do you weigh the new gas cylinder/old newspapers yourself before buying/selling?			
9.	Do you raise an objection if a vegetable seller uses stones in place of the exact weight?			
10.	Do excessively bright coloured vegetables arouse your suspicion?			
11.	Are you brand-conscious?			
12.	Do you associate high price with good quality (to reassure yourself that after all you have not paid a higher price just like that)?			
13.	Do you unhesitatingly respond to catchy offers?			
14.	Do you compare the price paid by you with those of others?			
15.	Do you strongly believe that your shopkeeper never cheats a regular customer like you?			
16.	Do you favour 'home delivery' of provision items without any doubt regarding weight etc.?			
17.	Do you insist on 'paying by meter' when you travel by auto?			

PERSONAL EXPERIANCE OF RESPONDENT ON BEING EXPLOITED AS CONSUMER: (Share any one experience in response to question no. 3,4 &5 given in questionnaire)

1. Name of the goods/product/articles/services:

2. Action taken by the consumer on being exploited: _____

3. Outcomes of the action taken by respondent: _____

STATUS OF RESPONDENT ON CONSUMER AWARENESS: _____

(Extremely aware/Somewhat Aware/need to wake up as consumer)

SIGNATURE OF THE RESPONDENT

NOTE:

- (I) Respondent should be made aware about his/her status by discussing his/her response against each question asked in the questionnaire.**
- (II) Student/Surveyor should provide various information to the respondent on consumer rights, types of exploitation and rights of consumer.**

INSTRUCTIONS FOR STUDENTS/SURVEYOR FOR CONDUCTING SURVEY ON CONSUMER AWARENESS:

Dear Students,

As you all are aware that for the academic session 2019-20, you have to complete one Project work as a part of your internal assessment. For this Project work you are supposed to conduct a survey in your locality on consumer awareness by providing set of selected questions (questionnaire).

In this project work you are **Surveyor** and the person being asked questions is **Respondent**. It is required to have certain guidelines (Do's & Don'ts) for conducting survey so that objectives of survey can be achieved.

GUIDELINES:

1. You have to conduct survey from 12-15 families/respondents (minimum 12).
2. If possible, paste a **passport size photograph** of respondent on the questionnaire.
3. Make sure that you choose respondent from different economic and educational backgrounds among the middle class families. Also give fair representation to both the gender.
4. For conducting survey ensure that all adult members of the family are present but there should not be two respondent from the same family. (For creating more awareness in locality & society)
5. You are advised to take one photocopy (page1&2 only) of questionnaire for each respondent.
6. Remember that your objective is not limited to ask questions only rather after questioning you have to discuss the response given by respondents and inform them about their status that how alert they are as consumers. Discuss each question with the response given by respondent in following manner.

(a) Respondents are extremely aware if answers for question 5,12,13,15 & 16 are (C) and rest (A).
(b) Respondent have to wake up as consumer if answers are (A) for question 5,12,13,15 and 16 and the rest (C).
(c) Respondents are somewhat aware if answer is (B) for most of the question.
7. After completing your survey, you are expected to submit **General Report** in the given format.
8. Photocopies of all questionnaires should be attached along with **General Report** in a systematic order before you submit it to your subject teacher.

GENERAL REPORT ON SURVEY (To be filled by the students)

NUMBER OF RESPONDENTS: _____ (Given questionnaire for survey)

STATUS OF RESPONDENT: (As alert consumer in numbers)

(I) EXTREMELY AWARE: _____

(II) SOMEWHAT AWARE: _____

(III) NEED TO WAKE UP: _____

YOUR CONTRIBUTION IN CREATING CONSUMER AWARENESS: (Describe in 30 words)

YOUR EXPERIENCE OF CONDUCTING SURVEY: (Write in 50 words)

NAME OF THE STUDENTS: _____

CLASS: _____ , **SECTION:** _____ , **ROLL NO:** _____

SIGNATURE

NOTES FOR THE TEACHERS

Dear Teachers,

You are advised to provide proper guidance to the students for conducting survey based on the information provided between pages no 1-4. Discuss each question given in questionnaire so that students do not remain confused as they are probably conducting survey first time. The above mentioned project should be allotted to the students only after discussing the chapter in the classroom as per the content given in NCERT textbook. Proper explanation of the chapter is required however no work to be given in the notebooks.