



RESEARCH ARTICLE

CONSUMER EXPLOITATION IN RURAL MARKET: A PRAGMATIC STUDY OF CONSUMERS
AWARENESS ON CONSUMER RIGHTS AND PROTECTION ACT IN MANIPUR

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ABSTRACT

The present study is initiated to determine the local consumer awareness on the consumer rights and protection act; it is still a common practice that businessmen exploit the consumer with regard to quality, quantity, weight, price and the related factor involved in the daily business transaction. Ignorance is one of the prominent factors contributing in the exploitation of rural masses. Hence, keeping in view the vital goal of consumer welfare, grass root level survey has initiated to observed, understand and analyse the behaviour of the rural consumers with particular to weaker section. The study was conducted at Churachandpur District; a hill district in the state of Manipur, all the six development blocks was selected for the study. An attempt is made to know the level of consumer exploitation in rural market in respect of marketing and consumption of fast moving consumable goods in District. Using sampling techniques, 120 respondents from 64 villages were selected. The data was administered by using percentage method and Karl Pearson Correlation Coefficient, the analysis shows that local consumer was exploited in term of price, quality and quantity in the rural market.

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INTRODUCTION

The term consumer behaviour refers to the behaviour that consumer display in searching, for purchasing, using, evaluating and disposing of product and service that they expect will satisfy their needs. The study of the consumer behaviour is the study of how the individual make decision to spend their available resource (time, money, effort) on consumption related items. It include the study what they buy, why they buy, when they buy, where they buy, how often they buy and how often they use it. One of the most important constant among all of us, despite the difference is that the consumer use or consume on regular basis food, clothing, shelter, transportation, Education, equipment, vacation, necessities luxuries service. Consumer plays a vital role in the health of the economy – local, national and international (Nagaraja, 2004). The purchase decision, consumer makes effect the demand for the basic raw materials for transportation, for production, for banking, that effect the employment of the worker and the deployment of the resource, the success of some industries and the failure of others. In order to success in any business, and especially in today dynamic and rapidly evolving marketplace, marketers need to

know everything they can about consumers- what they want, what they think, how they work, how they spend their leisure time (Singh, 2009). They need to understand the personal and group influences that effect consumer decisions and how these decisions are made.

Statement of the problem

Even though the consumer protection bill had been passed by both houses of parliament and receive the assent of the president on 24th December 1986, the people of Churachandpur district in particular were yet to serve the objective. The researcher set a dozen of consciousness on consumer behaviour whether they are conscious of safe drinking water; open games of underweight practices in the market; open adulteration in all items of food of daily consumption; the expired drugs and the consciousness of heavy premium paid by consumers on account of economic blockade. By and large consumer ignorance and un-awareness of their right and protection act were major significant to be monitor. Researcher wants to analyse including the existing position as well as future prospect of consumer behaviour in the district. Hence, the present study is titled as "Consumer Exploitation in Rural Market: A Pragmatic Study of Consumers Awareness on Consumer Rights and Protection Act in Manipur.

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Review of literature

Several authors, organizations, commissions, economists and government agencies have expressed their view regarding the suffering of ordinary citizens who bore the brunt of man-made economic crisis in Manipur. Some of the reviews of the related literature with the topic of research are as follows:

Vijaya Kumar and Thamizh (2004) they presented that there is a direct relation between education and awareness of the consumer. The consumer awareness among the illiterate categories is much lower than that of the literate categories, the graduation and post-graduation level of education are more aware about consumer protection law in general and consumer protection Act in particular than the primary education, it is to say that most of the consumers are aware about the consumer protection Act but very few are aware of the other consumer related Acts.

Puthak and Tripathi (2009) mentioned that retailers need to think about shoppers and not just about the format as understanding the shopper dynamic holds the key to such a business, retailers should have to create new delivery formats that can cater to a huge mass of consumers. Retailing in India is entirely different from western countries for that matter even Asian counterparts. He further mentioned that Indian customers have become more sensitive to quality, customer service and status, they are basically looking for an experience which is more cognitive than physical. There are few retailers finding no competition because they understand what their customers want and their value-added services. So ultimately when a retailer understands the customer is just like climbing the greasy pole.

Chand et al. (2010) state that the philosophy of customer relationship management (CRM) is the recognition that a long-term relationship with customers can be one of the most important assets in an organization. Providing competitive advantage and increasing profitability. It further mentioned that CRM is instant market research as the opening line of communication, for which customers can give direct constant market reaction of the product, service and performance that will be far better than any market survey. CRM also helps business to grow by detaining the customer longer connectivity and which also offers rays of hope for companies, working to enhance the customer management performance.

According to **Ramanathan and Hari (2011)** presented that, the case of organized retail format or store information about the product, product quality, value-added services and customer care are given more importance. Sometime the customer chose to buy from unorganized retailers due to good product quality, customer care, attractive, discount and value-added service. They further mentioned that due to the different recent changes in the demographic system of consumers and the awareness of quality consciousness. Consumers prefer to buy a different product both organized and unorganized retailers which can provide the better quality of goods. The retailer endures to implement various value-added services to provide a pleasant shopping experience to the customer.

Research gap

From the above review promulgate the limitation of studies conducted so far in Churachandpur district of Manipur.

Even though the district has showcased the various commercial important among the hill districts of the state, Churachandpur is racing toward a cosmopolitan society with a large number of people coming and settling down from different parts of the state and districts. Therefore, in context of the growing importance of this town, since there is no such study was conducted so far, this area is selected for the present study.

Objectives of the study

The present study aims to focus on problems faced by the consumers in Churachandpur District. In order to make the study not only of academic interest but also have practical utility, the present studies have the following objectives:

1. To find consumer awareness on consumer rights and protection act in the rural market.
2. To analyse the consumer experience purchase of adulterated products and mode of complaint
3. To find the consumer participation on awareness programme and source of information
4. To offer some constructive suggestion based on the findings of the study.

Research Question

Q1, Are the Rural consumers aware of their rights?

Methodology of the study:

Data collection: Both primary and secondary data were collected for the purpose of study. To collect primary data questionnaires were designed, pre-tested and finally administered to 120 respondents. Primary data were also collected through personal interaction, interview and discussion with the consumers and other related agencies. The secondary data were collected from important publications and reports (published as well as unpublished) from various organizations and agencies functioning in the state.

Sample size and sampling: The study covered only Churachandpur district of Manipur. With the help of stratified random sampling methods, sample areas were stratified into six development blocks from which required data and other related information were collected. The sampling unit consisting of 24 villages, approximately 4% sample of the 612 villages of the selected district were chosen by applying convenient sampling technique e.i. Parbung (57 of 4%) 2 villages, Thalon (47 of 4%) 2 villages, Churachandpur (243 of 4%) 10 villages, Henlep (96 of 4%) 3 villages, Samulamlan (104 of 4%) 4 villages and Singhat (65 of 4%) 3 villages. From the sampling villages, the sample size consists of 120 respondents i.e., 5x 24 villages were selected by using purposive sampling technique. The respondents chosen are the village chairman, youth club leader, women society leader and two elders. Since 4 numbers of respondents, from the fill-in questionnaire, were found not participating in the purchase of household requirements, therefore these respondents were kept outside the study area; hence, the total numbers of respondents reduced to 116 respondents in the study. Apart from these data other relevant information were also collected from the concerned organization, consumer club, consumer forum, consumer commission and other agencies.

Data Analysis: In this stage collected primary and secondary data were tabulated and analysed with the help of statistical tools.

Initially collected data were gathered for codified and then administered by using percentage method for data analysis. The categorical distribution of the respondent's source of buying behaviour in rural market implication of bandhs and blockade was calculated. Finally conclusion is derived by calculating Karl Pearson correlation coefficient analysis to predict the relationship between consumer buying behaviour during bandhs and blockades.

Delimitation of the study:

The present study cover only Churachandpur district, data were collected from six development blocks i.e., Churachandpur, Parbung, Henlep, Samulamlan, Singhat and Thanlon. The whole study was strictly depending only on the collected data from these six development blocks. The shortcoming of this study may be inclusive, since the study may potential for a sampling bias due to simple random sampling method, the sample population may not be representative.

Data Analysis and interpretation

In this stage an attempt is to analyze the primary data collected through questionnaire, the main purpose of the analysis is to fulfil the statement framed in the objectives and the hypotheses. Therefore two suitable statistical tools namely Correlation and Percentage Method were administered as follows:

1.1: Consumer Awareness of Consumer Rights and Protection Acts

In this study, respondents were asked to share their awareness of protection Act and Court; accordingly questions were frame in the questionnaire form and were asked. The result is shown in the below table according to the response provided by the respondents:

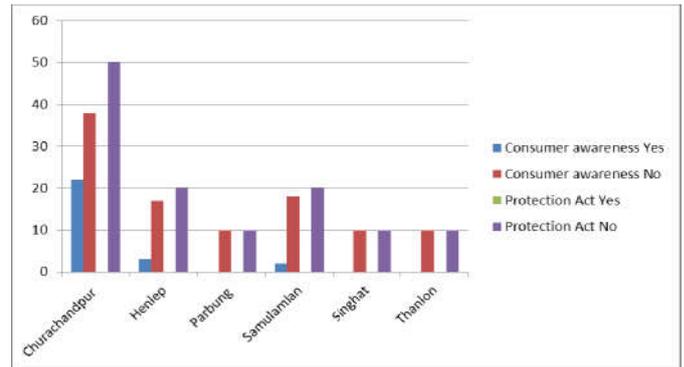
Table 1.1. Awareness of consumers right and protection Acts, 2016 (N=120)

Name of blocks	Awareness of consumer rights (n=120)				Awareness of consumers' court (n= 120)			
	No. of respondents (Yes)	Percentage %	No. of respondents (No)	Percentage %	No. of respondents (Yes)	Percentage %	No. of respondent (No)	Percentage %
Churachandpur	20	43	26	56.52	0	0	50	100
Henlep	3	15	17	85	0	0	20	100
Parbung	0	0	10	100	0	0	10	100
Samulamlan	2	10	18	90	0	0	20	100
Singhat	0	0	10	100	0	0	10	100
Thanlon	0	0	10	100	0	0	10	100
Total	25	21.55	91	78.45	0	0	116	100

Source: Computed from primary data

The above table 1.1 shows that 78.44 per cent of the total respondents were not aware of consumer rights in the market. There are altogether 91 numbers of respondents out of which 26 numbers of respondents were from Churachandpur block followed by 18 numbers of respondents were from Samulamlan block, 17 numbers of respondents were from Henlep block and 10 each number of respondents from Parbung, Singhat and Thanlon blocks respectively were not aware of their rights and courts in the market. While analysing in percentages wise, 21.55 per cent of the total respondents were aware of the consumers' rights in the market. There were altogether 25 numbers of respondents out of which 20 numbers of respondents were from Churachandpur block followed by 3

numbers of respondents were from Henlep block and 2 numbers of respondents were from Samulamlan block in the market. From the above table cent percent (100%) of the total respondents can be observed that, the respondents were not aware of the consumers' Court in the market. There were altogether 116 numbers of respondents out of which 46 numbers of respondents were from Churachandpur block followed by 20 each number of respondents were from Henlep and Samulamlan blocks, and 10 each number of the respondents were from Parbung, Singhat and Thanlon blocks in the market. From the study, we can conclude that, the respondents from six blocks were not aware of protection act and court in the market. It result also shown in the following diagram given below:



1.2. Information on consumers' protection and rights

In this study an effort has been made to know the source of information about the consumers' protection Act and rights in the study areas, and accordingly questions were asked. The result is shown in the below table 1.8 given below according to the responses provided by the respondents:

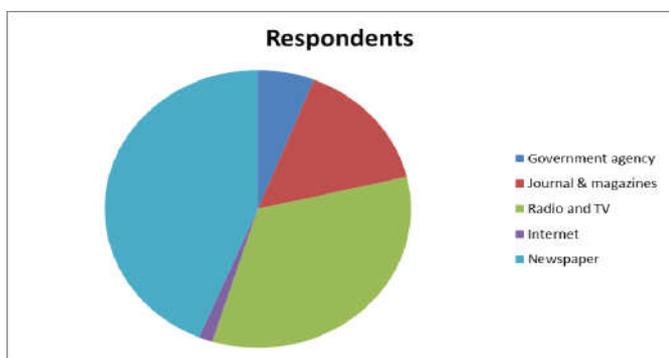
Table 1.2: Sources of Consumer Awareness, 2016 (N = 120)

Sources	No. of respondent	Percentage %
Government agency	6	4.44
Journal and magazines	21	15.57
Newspaper	60	44.44
TV & Radio	46	34.07
Internet	2	1.48
Total	120	100

Source: Computed from primary data

From the above table it is observed that 44.44 per cent of the respondents i.e, 60 numbers of respondents received the source

of information about the consumers’ protection act and consumer right from newspapers and were which ranked highest in terms of available source of information in the market followed by 34.07 per cent of the respondents i.e, 46 numbers of respondents got the information from TV & Radio ranked as second highest leading source of information, 15.57 per cent of the respondents i.e, 21 numbers of respondents found the information from Journal and Magazine which is third leading source of information, 4.44 per cent of the total respondents with 6 numbers of respondents received the information Government agency which ranked fourth, and 1.48 per cent of the respondents i.e, 2 numbers of respondents received the information from the internet which lowest ranked in term of source of information available to the consumers. From the above study, it can be conclude that, nearly 50 per cent of the rural consumers received information about the consumers’ awareness from the newspaper with 44.44 per cent, since the local paper and state paper are easily available means of information and internets were the lowest provider of information’s in the rural market. Shown in the pie diagram



1.3. Participation in consumer awareness programme

In this study an effort has been made to know the respondents’ concerned in participation of consumer awareness programmed and accordingly questions was frame in the questionnaire and were asked. The result is shown in the below table according to the response provided by the respondents:

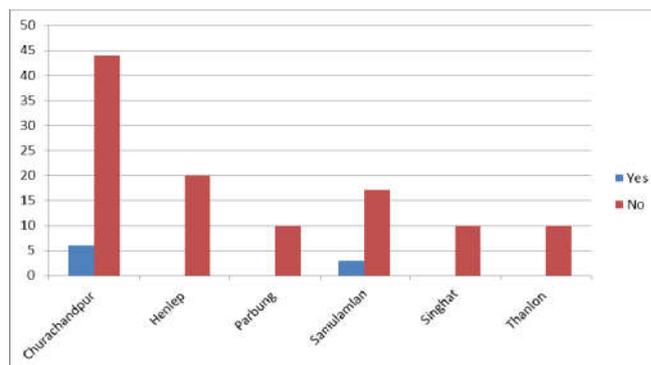
Table 1.3. Participation in consumer awareness programme, 2016 (N = 120)

Name of blocks	No. of respondents (Yes)	Percentage %	No. of respondents (No)	Percentage %
Churachandpur	6	13.04	40	86.97
Henlep			20	100
Parbung			10	100
Samulamlan	3	2.5	17	97.5
Singhat			10	100
Thanlon			10	100
Total	9	7.75%	107	92.25%

Source: Computed from primary data

From the above Table 1.3 107 number of respondents responded that they have not attending consumers’ awareness programme organised in the rural market. Among the respondents, Henlep block, Parbung block, Singhat block and Thanlon block ranked highest with cent per cent each (100%) of the respondents were not attending in consumer awareness programme in the study areas followed by Samulamlan block with 97.5 per cent of respondents. The remaining namely Churachandpur block were in the least. The rural consumers were not aware and ignored to participate in awareness

programmed. Out of the total, 9 numbers of respondents were attends the consumers’ awareness programme organized in the rural market. Among the respondents, Churachandpur block ranked highest with 13.04 per cent of the respondents were attends the consumers’ awareness programmed organized in the rural market followed by Samulamlan block with 2.5 per cent of the respondents. The remaining blocks namely Henlep block, Parbung block, Singhat block and Thanlon block with nil per cent. Therefore, we may conclude that, 92.5 per cent of the total respondents’ were not attending in consumers’ awareness programmed organized in the rural market and 7.75 per cent of the respondents were aware to attend the consumer awareness programmed organized in the rural market. The result also can be represent in the following bar diagram:



1.4: Consumers’ awareness on existence of consumer Club or Organization

In this study an effort has been made to know the consumers awareness on existence of consumer club/organization in the rural market and accordingly questions were asked. The result is shown in the table 1.11 given below with accordance the responses provided by the respondents:

Table 1.4: Consumer awareness on existence of consumer club/organization, 2016 (N = 120)

Name of blocks	No. of respondent (Yes)	Percentage %	No. of respondent (No)	Percentage %
Churachandpur	7	15.22	39	84.78
Henlep			20	100
Parbung	4	40	6	60
Samulamlan	4	20	16	80
Singhat			10	100
Thanlon	3	30	7	70
Total	18	15.52	98	84.48

Source: Computed from primary data

From the above Table 1.4, 98 numbers of respondents’ responded that they were not aware of existence of consumer club/ forum in the rural market. Among the respondents, Henlep block and Singhat block ranked highest with cent per cent (100%) of the respondent were not aware of existence of consumer club/ forum in the rural market followed by Churachandpur block with 84.78 per cent of the respondents. The remaining blocks namely Samulamlan block, Thanlon block and Parbung block with 80 per cent, 70 per cent and 60 per cent were stood third, fourth and fifth respectively, the respondents were not aware of existence of consumer club/ forum in the rural market. 18 numbers of respondents were aware of existence of consumer club/ organization in the study areas. Among the respondents, Parbung block ranked highest with 40 per cent of the respondents were aware of existence of

consumer club/ organization in the study area followed by Thanlon block with 30 per cent of the respondents. The remaining block namely Samulamlan block, Churachandpur block, Henlep block and Singhat block with 20 per cent, 15.22 per cent and nil per cent were from Henlep block and Singhat block stood third, fourth and fifth each respectively, the respondents were aware of existence of consumer club/ organization in the study areas. From the above study, we can sum up that, 84.48 per cent of the respondents were aware of existence of consumer club or forum in the rural market and 15.52 per cent of the respondents were not aware of existence of consumer club or forum in the rural market.

1.5: Enquire of products while purchase

In this study an effort has been made to find out the consumers behaviour in term of enquiring about the essential commodities while purchase in the market. The result is shown in the below table according to the responses provide by the respondents'

Table 1.5: Enquiry of product on purchase, 2016
(N = 120)

Names of blocks	No. of respondents (Yes)	Percentage %	No. respondents (No)	Percentage %
Churachandpur	41	89.13	5	10.87
Henlep	5	25	15	75
Parbung	7	70	3	30
Samulamlan	14	70	6	30
Singhat	6	60	4	40
Thanlon	6	60	4	40
Total	79	68.13	37	31.90

Source: Computed from primary data

From the table 1.5, 79 numbers of respondents responded that they have taken the outmost care to enquired about the products of essential commodity while purchase in the rural market. Among the respondents, Churachandpur block ranked highest with 89.13 per cent of respondents were enquired about the product of the essential commodity while purchase in the market followed by Parbung block, Samulamlan block with 70 per cent of the respondents. The remaining block namely Singhat block, Thanlon block and Henlep block with 60 per cent each and 25 per cent in Henlep block were stood third and fourth respectively, the respondents were taken the outmost care to enquire about the products of essential commodity while purchase in the rural market. In 31.90 per cent of the total respondents responded that they were not enquiring about the products of the essential commodity while purchase in the rural market. Among the respondents, Henlep block ranked highest with 75 per cent of the respondents were not enquired about the product of the essential commodity in the market followed by Singhat block and Thanlon block with 40 each per cent of respondents. The remaining blocks namely Parbung block, Samulamlan block and Churachandpur block with 30 each per cent and 10.87 per cent from Churachandpur were stood third each and fourth respectively, the respondents were not enquired about the product of the essential commodity in the market. We can sum up that, 79 numbers of respondent of the total consumers taken the outmost care to enquired the products while purchase in the rural market out of which Churachandpur blocks with 89.13 per cent have the highest numbers of rural consumer and Henlep with 25 per cent of the rural consumers were the least to enquired the commodity while purchase in the rural market. 31.90 per cent of the total rural consumers were not aware of enquiring the products

while purchase in the rural market out of which Henlep with 75 per cent were the leading numbers of respondents who were not enquire the product while purchase and Churachandpur with 10.87 have the least numbers of respondents.

Comparison of price from other alternative source

In this study an effort has been made to find out the consumer behaviour in term of price comparison of product from the other alternative source. Whether the rural consumers were analyzed the price of the essential commodity from the various sources of information, the detailed discussion are as shown in the below Table 1.13 with accordance to the responses provide by the respondents.

Table 1.6: Comparison of price from other alternative, 2016
(N = 120)

Names of blocks	No. of respondents (Yes)	Percentage %	No. respondents (No)	Percentage %	Total
Churachandpur	5	10.87	45	89.13	46
Henglep	8	40	12	60	20
Parbung	4	40	6	60	10
Samulamlan	15	75	5	25	20
Singhat	4	40	6	60	10
Thanlon			10	100	10
Total	36	30%	80	90%	116

Source: Computed from primary data

From the above Table 1.6, 80 numbers of respondents responded that they were not involved in enquired the price from other alternative means in the market. Among the respondents, Thanlon block ranked highest with cent per cent (100%) of respondents were not enquired about the price of the product from the other alternative sources followed by Churachandpur block with 89.13 per cent of respondents. The remaining respondents namely Henlep block, Parbung block, Singhat block and Samulamlan block with 60 each per cent of respondents and 25 per cent only in Samulamlan block were stood third each and fourth respectively, respondents were not enquired about the price of the product from the other alternative source. Out of the total respondents 36 numbers of respondents responded that they were involve in comparison the price of products from the other alternative source in the study areas. Among the respondents, Samulamlan block were ranked highest with 75 per cent of the respondents were enquired about the price of essential commodity from the other alternative source followed by Henlep block, Parbung block and singhat block with 40 per cent each respondents. The remaining block namely Churachandpur block and Thanlon block with 10.87 per cent and nil per cent respectively, where the respondents were not involve in comparison the price of products from the other alternative source in the study areas.

We may sum up that, 90 cent per cent of respondents were not enquired about the price of the product from the other alternative sources and 30.90 per cent of the respondents provided responses that they were involve in comparison the price of products from the other alternative source in the study.

Purchase experience of adulterated products

In this study an effort has been made to find out the consumers frequent experience of purchases the adulterated products from the rural market, Consumers' behaviour can be evaluated in terms experience purchase of the underweight products

relating with the price offer in the rural market. The result is shown in the below table according to the responses provide by the respondents.

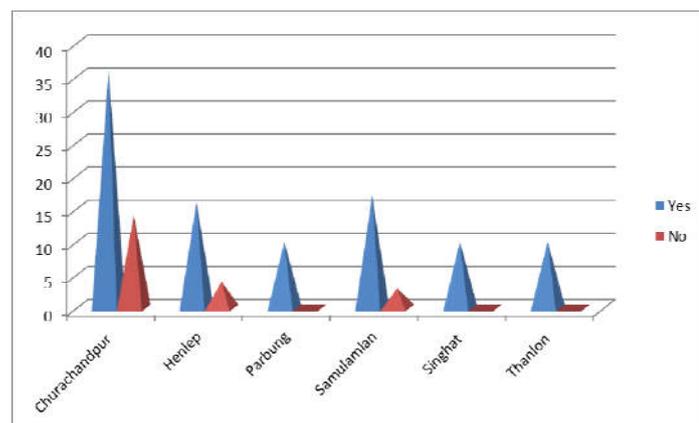
Table 1.7: Purchase experience of adulterate products, 2016 (N = 120)

Names of blocks	No. of respondents (Yes)	Percentage %	No. respondents (No)	Percentage %	Total
Churachandpur	36	78.26	10	21.74	46
Henlep	16	65	4	20	20
Parbung	10	100			10
Samulamlan	17	85	3	15	20
Singhat	10	100			10
Thanlon	10	100			10
Total	93	80.17	23	19.82	116

Source: Computed from primary data

From the above Table 1.7, 93 numbers of respondents responded that they were experience purchases of the adulterated products from the rural market. Among the respondents, Parbung block, Singhat block and Thanlon block ranked highest with cent per cent (100%) each of the respondents were experience purchase of the adulterate product in relation to quantity, quality and price of products in the market followed by Samulamlan block with 85 per cent of the respondents. The remaining blocks namely Churachandpur block and Henlep block with 78.26 per cent and 65 per cent of the respondents stood third and fifth respectively have the experience purchases of adulterate product in the market. 23 numbers of respondents responded that they were not experience purchase of adulterate products or sub-standard products in the rural market.

Among the respondents, Churachandpur block was ranked highest with 21.74 per cent of respondents were not experience purchase of adulterate product in the market followed by Henlep block with 20 per cent of respondents. The remaining block namely Samulamlan block, Parbung block, Singhat block and Thanlon block with 15 per cent and nil per cent of respondents from parbung, Singhat and Thanlon blocks were stood third and no respondents were not experience purchase of adulterated products in the market. Therefore, we may conclude that, 80.17 per cent of the rural consumers were experience purchases of the adulterated products from the rural market, the seller in this market were manipulated in term of quantity, quality and price of the essential commodity, and 19.82 per cent of the total rural consumers were not experience in any purchases of adulterate products or substandard products from the rural market in the study areas.



1.8: Complain on sub-standard products purchase

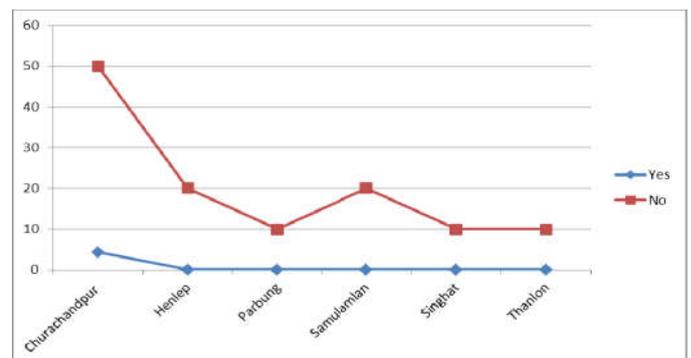
In this study an effort has been made to find out the consumers approach whether the rural consumers made complain or ignored on frequent purchase of adulterated product from the rural market. Consumers' behaviour can be evaluated in terms of their negligent "complain" relating to underweight products offer by the rural market. The result is shown in the below table according to the response provide by the respondents.

Table 1.8: Complain on substandard products purchase, 2016 (N = 120)

Names of blocks	No. of respondents (Yes)	Percentage %	No. respondents (No)	Percentage %
Churachandpur	0	0	46	100%
Henlep	0	0	20	100%
Parbung	0	0	10	100%
Samulamlan	0	0	20	100%
Singhat	0	0	10	100%
Thanlon	0	0	10	100%
Total	0	0	116	100%

Source: Computed from primary data

From the above table 1.20, cent per cent (100%) of the total respondents responded that they have not made any formal complaint on experience purchased of the adulterated product from the rural market, There are altogether 116 numbers of respondents out of which all the respondents from the different blocks namely Churachandpur block, Samulamlan block, Henlep block, Parbung block, Singhat block and Thanlon block were not complain on experience purchase of essential commodity in the rural market. We conclude that, cent per cent (100%) of the rural consumers of the study areas were never made any formal complaint or even complaint to the shopkeeper. The seller in this market was manipulated in term of quantity, qualities and inflated price and so on of the products, the aspiration of consumers are depleted into narrow. The sad truth where there is no facilities available for formal approach in the District.



Finding of the study

The purpose of the study is to find out the consumers behavior in term of their consumption pattern; premium price paid on account of Economic blockades, and rural consumers awareness of their protection acts and courts in the rural market. For the fulfillment of the objectives of this study, a scheduled form of questionnaire was distributed to 120 respondents but the 4 numbers of respondents were not involved in purchase of household requirement. Therefore, the 4 of respondents were kept outside of the study. The remaining 116 respondents will be considered as core component of the study. After analyzing their responses, the following are the important findings.

Findings as per objective No.1

Consumer awareness on consumer rights and court

- It is found that 78.44 per cent of the respondents responded that they are not aware of consumer rights in the market.
- 21.55 per cent of the respondents are aware of the consumers' rights in the market.
- cent percent (100%) of the respondents responded that they are not aware of the consumers' Court in the market

Findings as per objective No.2

Purchase of adulterated products

- It is found that Parbung block, Singhat block and Thanlon block ranked highest with cent per cent (100%) of the respondents responded that they have experienced purchase of the adulterated and manipulated product in relation to quantity, quality and price of products in the market and Henlep block with 65 per cent of the respondents responded that they have experienced purchase of adulterated product in the market.
- Churachandpur block was ranked highest with 21.74 per cent of respondents responded that they have not experience purchase of adulterated product in the market and nil per cent of respondents from parbung, Singhat and Thanlon responded that they have not experience purchase of adulterated products in the market.

Complained on substandard product purchase

- Cent per cent (100%) of the total respondents responded that they have not made any formal complaint on purchase of the adulterated product from the market.

Enquiring of products while purchase

- Churachandpur block ranked highest with 89.13 per cent of respondents responded that they enquired about the product of the essential commodity in the market: whereas, 25 per cent of the respondents in Henlep block have rseponded that they enquired about the products of essential commodity while purchase in the rural market.
- Thanlon block ranked highest with cent per cent (100%) of respondents responded that they did not enquired about the price of the product from the other alternative sources: whereas, 25 per cent of the respondents from Samulamlan block did snot enquired about the price of the product from the other alternative source.

Findings as per objective No. 3

Source of information

- 44.44 per cent of the respondents i.e, 60 numbers of respondents received the information about the consumers' protection act and consumer right from the mean of the newspapers which ranked highest in terms of available source of information in the market and

1.48 per cent of the respondents i.e, 2 numbers of respondents received the information from the internet which is the lowest source of information available in the market.

Participation on consumer awareness programme

- 92.25 per cent of the respondents responded that they have never attended the consumers' awareness programme organised in the district.

Consumer awareness on existence of consumer club or forum

- It is found that Henlep block and Singhat block ranked highest with cent per cent (100%) of the respondents responded that they were not aware of the existence of consumer club/ forum in the rural market and Parbung block with 60 per cent of the respondents were not aware of the existence of consumer club/ forum in the rural market.

Analysis base on Research Question

Are the rural consumers aware of their rights?

To answer the research question no. 2, as per the analysis evaluated from the questionnaire collected from the respondents, it is found in Table 1.7 given above, 78.45 per cent of the consumers were not aware of the consumer rights and cent per cent (100%) of the consumers were not aware of the consumer court in the rural market. Cent per cent (100%) of the respondents from the rural market were not educated in consumer awareness as shown in Table 1.9, there is no way of formally knowing their rights, in any circumstances price offer by businessmen in the rural market, hence with little knowing consumers have to accept it.

Suggestion

In the light of the above findings emerging out of the study, the following suggestion can be put forward to ensure that consumers were buying in their best knowledge in relation to their rights, protection and more apprehensive the impact of frequent economic blockades in the market.

- It is suggested that consumer must enquire about the product in relation to price, quality, quantity, manufacture date and expiry date while purchasing from the market.
- On part of government, it is beneficial to organized awareness programmed in the study areas and respondents self-voluntary participation in the programmed were the solution to minimized the exploitation of their rights in relation to their choice, price, products and redressed in the market.
- In accordance to the respondents preferences on buying essential commodity is concerned, marketers should evaluate the respondents' response in reflect to normal service and during the time of economic blockage in the market and accordingly arrange the required stocks for the better sale for the better smile.
- In this study area, it is suggested that the rural consumers were required to have consumer court and consumer forum or related agency in the district. To

minimized their grievances in relation to experience purchase of adulterate or sub-standards product from the market.

So, every seller's must give kin important to the rural consumers for better advancement of their business, rural consumers is the main backbone of their business. So, deceiving or manipulated to consumer will be only electrocuted to their business because the present concept of marketing is not product oriented but it is consumer oriented. The seller must satisfy the consumer's need and requirement. On the other hands, the rural consumers were encourageble to educate the consumer rights and their protection to minimize the exploitation, and must also be apprehensive the frequent impact of economic blockades in the market.

Conclusion

It can be concludes that, the respondents required to examine about the product and price of essential commodities while purchase in the rural market because there is huge quantity of duplicate commodity were supply from the neighboring country, Myanmar without expiry date, manufacturing date, Maximum Retail Price etc. As shown in table 1.14, 85.83 per cent of the consumers experience purchases of adulterate products in the market, in some manner the product were found unfit for human consumption, as in the recent case of cane fish in Imphal, where the product were contaminated with un-productive particles, which is banned in Imphal town. Whereas the businessmen's from the rural markets purchase the products with negotiate price was found selling in the rural market. Therefore, the rural consumers need to take the outmost care in relation to price, quantity, quality, manufacturing date, expiry date etc. while purchase of essential commodity in the rural market. On the other hand, it will be beneficial to improve the two Highways, Tipaimuk road about 470 km and Guite road 437 km which is connecting Churachandpur District and Mizoram state. Even as there is daily Tata Sumo services, the price of the commodity were sky rocking changes because the road condition were extremely worse, around 48 hour are taken in the one journey. Therefore, once these roads were developed there is an opportunity for alternative means to supplement the supply at the time of economic blockades. Therefore, the number of suggestion forwarded in this study, it is hope, will help the rural consumers and become more consciousness and achieve excellence.

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