



Consumer Awareness in Tamil Nadu – Survey Report

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Summary of Survey Findings

One of the objectives of the A.K.Venkata Subramaniam Chair of Excellence on Consumer Law and Jurisprudence is to promote legal education and well being of the community generally and to develop in the student and research scholar a sense of responsibility to serve the society in the field of law by developing skills in regard to advocacy, legal services, legislation, law reforms and the like. Towards this end, it was proposed to conduct a number of surveys in areas such as general consumer awareness, food safety, health and drugs, banking and insurance etc. The first survey on consumer awareness was conducted in August, 2015. The student volunteers, ten each from the eight affiliated law colleges of this university were deployed to undertake the survey under the supervision of the Project Co-ordinators. The copy of the questionnaire (both in English and Tamil) is enclosed as Annexure-I. A total of 3200 persons were interviewed by the students. The classification of the target group and the number of persons interviewed by each student against target group is enclosed as Annexure-II. Random sampling method was followed while undertaking the survey. Copy of the instructions given to the students who participated in the survey is enclosed as Annexure-III. The classification of the raw data obtained in the survey is given as Annexure-IV.

Tamil Nadu has been divided into four regions and the Districts comprising the regions are given below:

Northern Region: Chennai, Kancheepuram, Tirvallur, Cuddalore, Villupuram, Vellore, Tiruvannamalai. [7 Districts]

Southern Region: Madurai, Dindigul, Theni, Ramanathapuram, Sivaganga, Virudhunagar, Tirunelveli, Thoothukkudi, Kanniyakumari. [9 Districts]

Western Region: The Nilgiris, Coimbatore, Tiruppur, Erode, Salem, Krishnagiri, Dharmapuri. [7 Districts]

Central Region: Thanjavur, Tiruvarur, Nagapattinam, Pudukkottai, Trichy, Karur, Perambalur, Ariyalur. [8 Districts]

A detailed analysis of the data is given in the following paragraphs. Regionwise analysis is also given wherever relevant.

I. Awareness about consumer rights:

- a) 51.3% of the 3200 respondents across the State are aware of their rights as consumers. 54.8% of the number of persons surveyed in the northern region are aware of the rights as consumers while the corresponding percentage in the southern, western and central regions is 47.2%, 46.6% and 52.3% respectively. The awareness is highest in the northern region followed by central region. The level of awareness in the western region is quite low. (Page 179 Annexure IV)

- b) Awareness is slightly higher among males at 52.3% while among females it is 50.1 %. (Page 9 Annexure IV)
- c) As can be expected, the awareness of consumer rights is 56.5% among people in urban areas whereas it is only 45.2% in the rural areas. While 7.4% in the urban areas have expressed no opinion about their awareness of consumer rights, the percentage is higher at 9.6% in the rural areas. (Page 73 Annexure IV)
- d) Data on consumer awareness among various income categories shows that awareness level increases as the income goes up. The level of awareness among people having monthly income of less than Rs.5,000/- is 40.3% while it is 46.5% among those in the income category Rs.5,001 – Rs.10,000/-, 55.1% in the income category Rs.10,001 – Rs.15,000, 58.8% in the income category Rs.15,001 – Rs.20,000, 62.2% among those in the income category Rs.20,001 – Rs.25,000 and 73.3% in the category of persons drawing monthly income of more than Rs.25,000/-. (Page 153 Annexure IV)
- e) Awareness increases as people are getting more and more educated. While the percentage of awareness of their rights as consumers was lowest among illiterates at 23.3%, the data shows the gradual increase at primary(33.8%), high school(43.5%), HSC(52.4%) and graduate (67.2%) levels. (Page 51 Annexure IV)
- f) Data on awareness among families having varying number of members in the family does not show any significant trend. The percentage of awareness was 42.6% among families having upto two members, 53.1% among three member families, 51.6% among four member families and 53.2%, 49.4% and 47.5% among families having five, six and seven and above members respectively. (Page 126 Annexure IV)

II. Awareness about Branded Goods

- a) 72.3% of the persons who responded in the Central region stated that they buy branded goods and medicines while the corresponding figures for northern, southern and western regions were 70.5%, 63.3% 53.4% respectively. (Page 168 Annexure IV)
- b) The response about purchase of branded goods and medicines on gender basis does not show any significant difference. While 67.6% of males who responded stated that they buy branded goods and medicines, the corresponding figures for females was 65.2%. (Page 1 Annexure IV)
- c) In terms of locality, it is seen that 75.2% of the Respondents in the Urban areas buy branded goods and medicines while in the rural areas it is only 56.3%. (Page 65 Annexure IV)

- d) Preference for buying branded goods and medicines is seen to increase as the monthly income increases. While 48.7% of the Respondents having monthly income below Rs.5,000/- buy branded items, the figures are 62.9% in the income category Rs.5,001-Rs.10,000/-, 75.2% in the income category Rs.10,001 – Rs.15,000, 77.2% in the income category Rs.15,001-Rs.20,000/-, 80.6% in the category Rs.20,001-Rs.25,000/- and 88.6% in respect of persons having an income of more than Rs.25,000/- per month. (Page 141 Annexure IV)
- e) Preference for buying branded goods is also higher among those who are educationally more qualified. While 32.3% of the respondents who are illiterate buy branded goods and medicines, the percentage increases as the educational qualification goes up: 51.9% among those who are educated up to primary level, 63.4% up to high school level, 71.3% up to HSC level and 80.2% among graduates. (Page 39 Annexure IV)
- f) There is no association between the number of members in a family and the preference to buy branded goods. The percentage of respondents buying branded goods is 50% among families having up to two members and 72.4%, 65.6%, 68.4%, 64.2% and 65.2% among families having three, four, five, six and seven or more members respectively. (Page 113 Annexure IV)

III. Awareness about Expiry Date

- a) 80.1% of the northern region stated that they examine the expiry date of goods and medicines before making the purchase decision while the percentage of respondents who check the expiry date in the southern, western and central regions was 73.8%, 67.2% and 78% respectively. (Page 169 Annexure IV)
- b) Gender-wise response shows that 78.2% of the males and 74.3% of the females examine the expiry date before purchasing goods and medicines showing no significant variation. (Page 1-2 Annexure IV)
- c) Response with reference to locality shows that 83.3% of the Respondents in urban areas examine the expiry date of items before purchasing them whereas only 68.4% of the respondents in the rural areas do so. (Page 66 Annexure IV)
- d) Income-wise response shows that as monthly income increases more and more people examine the expiry date of the goods and medicines before purchasing them. The percentage of respondents who examine the expiry date is 59.1% in respect of those having an income of less than Rs.5,000 per month, 77.2% in the income category of Rs.5,001-Rs.10,000/-, 83.6% in the income category Rs.10,001 – Rs.15,000, 86.5% in the income category Rs.15,001- Rs.20,000/-, 87.8% in the category Rs.20,001-Rs.25,000/- and 88.3% in respect of persons having an income of more than Rs.25,000/- per month. (Page 142 Annexure IV)

- e) With respect to educational qualification, the data shows that as the education level increases percentage of persons examining the expiry date also increases. While 29.9% of the respondents who are illiterate examine the expiry date of goods and medicines, the corresponding figures are 61.3% among those who are educated up to primary level, 78.1% up to high school level, 84.9% up to HSC level and 90.8% among graduates. (Page 40 Annexure IV)
- f) While 55.3% of the respondents in small families (up to two members) examine the expiry date of goods and medicines before buying them, there is no significant correlation between the size of the family and awareness about the need to examine the expiry date of items. The percentage of respondents examining expiry date is 79.2%, 76.8, 76.8%, 79.3% and 80.1% among families having three, four, five, six and seven or more members respectively. (Page 114 Annexure IV)

IV. Awareness about MRP

- a) 76.8% of the respondents check the MRP of the products before purchasing them. While the percentage of respondents doing so is more than the average at 79.4% in the northern region and 78.9% of the respondents in the southern region, it is less than the average at 73.7% in the southern region and 72.2% in the western region. (Page 170-171 Annexure IV)

An overwhelming majority of respondents, 87.3% stated that they are being charged at or less than MRP rate for the goods purchased by them while 12.7% of the respondents stated that they paid more. 8.7% of the respondents in the northern region and 5.2% of the respondents in the central region stated that they paid more than the MRP rate while the corresponding figures for southern and western regions was higher at 19% each. (Page 172 Annexure IV)

- b) There is greater awareness among male respondents than among female respondents to check the MRP. While 79.1% of the male respondents check the MRP before buying a product, the percentage of female respondents doing so is 74.1%. (Page 2 Annexure IV)

Gender-wise classification shows that 11.2% of the male respondents and 14.5% of the female respondents stated that they were charged more than the MRP rate. (Page 3 Annexure IV)

- c) As can be expected, awareness about the need to check MRP is greater among the people in the urban areas than those in the rural areas. 81.7% of the urban respondents stated that they check the MRP before buying a product while only 71% of the rural respondents replied in the affirmative to the question whether they check MRP. (Page 67 Annexure IV)

10.5% of the respondents in the urban areas and 15.3% in the rural areas stated that they are being charged more than MRP rate. (Page 68 Annexure IV)

- d) Classification of data income-wise shows significant difference between those having a monthly income of less than Rs.5,000/- and others with regard to checking MRP before buying a product. While 62.9% of the respondents having a monthly income of less than Rs.5,000 check MRP before buying a product, the corresponding percentage among other income categories is 78.2%(having income in the range of Rs.5001-Rs.10,000), 84.9%(having income in the range of Rs.10,001-Rs.15,000), 80.3% (having income in the range of Rs.15,001-Rs.20,000), 83.4%(income range of Rs.20,001-Rs.25,000) and 87.9%(monthly income above Rs.25,000/-). (Page 143-144 Annexure IV)

While 20.6% of the respondents having an income of below Rs.5,000 stated that they were being charged higher than MRP rate, the percentage among other income groups did not show any significant variation, the figures being 9.2%, 10.4%, 7.7%, 14.7% and 9.3% respectively. (Page 145 Annexure IV)

- e) Analysis of the data according to educational qualification reveals that the higher the level of education, the greater is the awareness about checking MRP before buying a product. While only 33.3% of the Respondents among the not literate category check the MRP before buying a product, the percentage gradually increases as the educational qualification increases. The figures are 66.6% (Primary School level), 77.6%(High School level), 82.9% (HSC), 89.1(Graduate Level). (Page 41-42 Annexure IV)

While 28.5% of the respondents among the not literate category stated that they were charged more than MRP, the corresponding figure among graduates was only 8.1%. In respect of other categories, viz, Primary, High School and HSC, the percentage of respondents who were charged more than MRP was 18.3, 9.7, 10.7% respectively. (Page 42-43 Annexure IV)

- f) There is no significant difference with regard to checking MRP vis-à-vis Number of members in the Family except in the case of very small families having one or two members. The percentage of persons who check MRP before buying a product ranged between 77.1% and 80.1% in respect of families having more than three members while it was 59% in respect of families having less than two members. (Page 115-116 Annexure IV)

Among the respondents, 16.5% in the category of small families i.e less than two members stated that they have been charged more than the

MRP rate while the figures ranged between 9.4 and 13.7% in respect of those having three or more members in a family. (Page 117 Annexure IV)

V. Awareness about Correct Weight

- a) Analysis of the data shows that only 50% of the respondents check the weight of the products mentioned on the items. The percentage is highest in central region (58.9%) followed by northern region(50.4%), southern region(48.2%) and western region(44.9%). (Page 172-173 Annexure IV)
- b) Gender-wise data does not show any significant variation. While 50.1% of the male respondents stated that they check the weight of the products mentioned on the items, 49.9% of the female respondents did so. (Page 4 Annexure IV)
- c) The data pertaining to locality reveals that while only 47.4% respondents in the urban areas state that they check the weight of the products, the percentage is surprisingly higher in the rural areas at 53%. (Page 68 Annexure IV)
- d) The data pertaining to monthly income and the habit of checking the weight of products mentioned on the items does not show any significant trend. The percentage of people checking the weight varies from 43.3% among persons having an income of less than Rs.5,000/- per month to 55.2% among those having monthly income of Rs.5001 – Rs.10,000 . (Page 146 Annexure IV)
- e) Analysis of the data of the respondents according to their educational qualification shows that there is increasing awareness as the educational qualification increases. While 39.5% of those who are illiterate stated that they check the weight of the items mentioned on the package, the corresponding percentages are 43.3% in respect of those educated up to primary level and 53.7% in respect of those educated up to High School level. There is no significant difference among those educated up to HSC level(52.8%) and graduate level(53.2%). (Page 43 Annexure IV)
- f) The data with regard to number of members in the family shows an increasing trend to check the weight of the products as the number of members in the family increases. The percentages for families up to 2, 3, 4, 5, 6 and 7 or more members are 45.2%, 47.7%, 48.2%, 52.7%, 54.2% and 57.5% respectively. (Page 118 Annexure IV)

VI. Awareness about Adulteration

- a) 57.9% of the Respondents replied in the affirmative to the question whether they have ever come across adulteration in food items. While 61.1% of the respondents in Central region have stated that they have come across adulteration in Food items, the corresponding percentages

for Northern, Western and Southern regions are 59.6%, 58.1% and 54% respectively. (Page 175 Annexure IV)

- b) More respondents among females (59.6%) stated that they have come across adulteration in food items while the percentage is predictably less at 56.5% among males. (Page 6 Annexure IV)
- c) More number of respondents in the urban areas (60.1%) have come across adulteration than in the rural areas (55.4%). (Page 70 Annexure IV)
- d) Awareness about adulteration is increasing as the monthly income increases. The percentages for the various monthly income groups are: below Rs.5000 – 48.3%, Rs.5001 to Rs.10000 – 56.6%, Rs.10001 to Rs.15,000 – 62.2%, Rs.15,001 to Rs.20,000 – 64.9%, Rs.20,001 – Rs.25,000 – 60.9%, above Rs.25,000 – 72.6%. (Page 148-149 Annexure IV)
- e) Analysis of data among respondents having different levels of education shows that there is a positive correlation between the awareness about adulteration and educational qualification as seen from the following figures: (i) illiterate – 37.3%, (ii) primary level – 46.4%, (iii) High School level – 52.8%, (iv) HSC level – 62.9%, (v) Graduate level – 67.6%. (Page 46 Annexure IV)
- f) No significant association exists between the number of members in the family vis-à-vis awareness about adulteration. While 43.1% of the respondents from very small families of up to two members stated that they have come across adulteration, the percentage was much higher at 56.7% in families having up to 3 members. The figures for other family sizes are: four member families – 58.9%, five member families – 60.7%, six member families – 58.3%, families having seven or more members – 59.7%. (Page 121 Annexure IV)

VII. Awareness about Spurious Drugs

- a) Only 40.4% of the respondents replied in the affirmative in the question whether they have ever come across spurious medicines. The percentage was high in the northern region at 51.3%, while it was 39.4% in the central region, 36.7% in the southern region and 36.3% in the western region. (Page 176 Annexure IV)
- b) The percentage of respondents who came across spurious medicines is higher among females(41.2%) than among males(39.7%). (Page 6 Annexure IV)
- c) Not surprisingly, more respondents (43.2%) from urban areas have come across spurious drugs compared rural areas(42.3%). (Page 71 Annexure IV)

- d) Awareness about spurious medicines shows an increasing trend as monthly income increases. The percentage of persons in different monthly income groups who have come across spurious drugs are: below Rs.5000 – 32.3%, Rs.5001 to Rs.10000 – 37.0%, Rs.10001 to Rs.15,000 – 40.2%, Rs.15,001 to Rs.20,000 – 46.8%, Rs.20,001 – Rs.25,000 – 48.4%, above Rs.25,000 – 59.8%. (Page 150 Annexure IV)
- e) Awareness about spurious medicines shows an increasing trend as educational qualification increases as the following figures would show: (i) illiterate – 26.6%, (ii) primary level – 28.2%, (iii) High School level – 33.9%, (iv) HSC level – 42.5%, (v) Graduate level – 49.9%. (Page 47 Annexure IV)
- f) While 30.3% of the respondents from very small families i.e up to two members stated that they have come across spurious medicines, the percentage is higher in the other income groups but no significant trend is seen. The percentages for families having 3, 4, 5, 6 and 7 or more members are 38.4%, 40.9%, 40.7%, 45.8%, 44.8% respectively. (Page 122 Annexure IV)

VIII. Complaining to Authorities

- a) Among those who have complained if prices of goods are high, the majority (78.4%) have complained to the shop keeper, while 12.9% and 8.7% of the complaints have been made to the main supplier and the concerned authority respectively. There is no significant difference among people in different regions with regard to the authority/person to whom the complaint is made. (Page 177 Annexure IV)
- b) While 76.6% of the male respondents and 80.4% of the female respondents have complained to the shop keeper, only 13.4% of the males and 12.4% of the females have complained to the main supplier. More respondents(10.0%) among males have complained to the concerned authority as against 7.2% of the females. (Page 7 Annexure IV)
- c) There is no significant difference between respondents in urban and rural areas with regard to making complaints. 78.2% of the respondents in the urban areas and 78.6% in the rural areas have complained to the shop keeper. 13.1% of the respondents in the urban areas and 12.7% in the rural areas have complained to the main supplier. The percentage of respondents who have complained to the authority concerned remains the same at 8.7% in both urban and rural areas which is surprising considering that the presence of authorities in rural areas is unlikely. (Page 72 Annexure IV)
- d) Analysis of data, monthly income wise, shows no significant trend in the preference for complaint to the shop keeper or main supplier or authority concerned. The percentage of respondents who complained to the shop

keeper ranged from 69.5% to 82% among various income groups, the percentage that complained to the main supplier ranged from 16% to 25.1%. The percentage of respondents who complained to the concerned authority ranged from 7.3%(income range of Rs.5001 to Rs.10,000) to 14.4%(monthly income of more than Rs.25,000). The only conclusion that can be drawn is persons having high monthly income prefer to go directly the authorities concerned. (Page 151 Annexure IV)

- e) There is no association between the educational qualification of the respondents and the preference for complaining to the shopkeeper or main supplier or authority concerned. The following figures will substantiate the statement: (i) illiterate – 79.2%, (ii) primary level – 79.4%, (iii) High School level – 79.9%, (iv) HSC level – 77.6%, (v) Graduate level – 77.8%. (Page 49 Annexure IV)
- f) No significant association exists between the number of members in the family vis-à-vis complaints made to the shop keeper or authorities. The percentage of respondents who complained to the shop keeper ranged from 74.8%(families up to two members) to 80.5%(families having three members), while the percentages for other family sizes ranged between these two figures. The percentage of respondents who complained to shop keeper ranged from 11.3% (up to two members) to 14.7% (six members). The percentage of respondents who complained to the authorities ranged from 8.2 (three member families) to 10.1 (six member families). (Page 123 Annexure IV)

IX. Level of Satisfaction with the Action taken

- a) Only 18.9% of the respondents expressed satisfaction at the action taken on their complaints while 36.1% were not satisfied with the action taken and 45% of the respondents did not give any response to the question. 21.6% of the respondents in the northern region, 23.7% of the respondents in the central region and 20.7 of the respondents in the southern region were satisfied with the action taken on their complaints. However, the level of satisfaction was low in the western region at 15.2%. (Page 178 Annexure IV)
- b) There is no significant difference between men and women on the level of satisfaction with regard to the response to their complaints. While 18.3% of the males stated that the response was satisfactory, 19.6% of the females gave the same reply. (Page 8 Annexure IV)
- c) The level of satisfaction is relatively higher in rural areas at 21.8% compared to the urban areas where it was only 16.6%. (Page 73 Annexure IV)
- d) There is no significant association between the income levels and the level of satisfaction or dissatisfaction with regard to response to complaints. The percentage of respondents who expressed satisfaction on the action taken on their complaints was 17.1% in respect of those with the monthly income of

less than Rs.5,000/-, 19.9% in the income range of Rs.5001 – Rs.10,000, 21.8% in the range Rs.10001 – Rs.15000, 17.8% in the range Rs.15001 – Rs.20,000, 18.6% in the range Rs.20001 – Rs.25,000 and 17.7% in the respondents having a monthly income of more than Rs.25,000. (Page 152 Annexure IV)

- e) Analysis of data among respondents having different levels of education shows that the level of satisfaction is the least among the illiterates at 15.4%. Among others, 21.2%, 17.1%, 23.1% and 18% of the respondents who had studied up to the primary level, high school level, HSC level and graduate level respectively stated that they were satisfied with the action taken on their complaints. (Page 50 Annexure IV)
- f) There is no association between the number of members of the family at the level of satisfaction with regard to action taken on complaints. The percentage of respondents who were satisfied with the action taken was 16.8% in respect of small families having up to two members, 19.9% in respect of three member families, 17.4% and 21% in respect of four and five member families respectively and 19.3% in respect of families having more than six members. (Page 125 Annexure IV)

X. Willingness to join Consumer Groups

- a) Nearly two-third of the respondents stated that they were ready to join consumer organizations for redressal of their grievances. The percentage of respondents who expressed their readiness was highest in the northern region (69.2%) followed by western (67.9%), southern (63.4%) and central (59.6%) regions respectively. (Page 181 Annexure IV)
- b) More men (70.3%) than women (61.6%) replied in the positive to the question whether they were ready to join consumer groups for redressal of their grievances. (Page 11 Annexure IV)
- c) Significantly, a large number of respondents in rural areas (71.6%) expressed their readiness to join consumer groups while the percentage was much less (61.8%) among the respondents in the urban areas. (Page 75 Annexure IV)
- d) There is no association between the monthly income of the respondents and their readiness to join consumer groups for redressal of their grievances. The percentage of respondents who were ready to join consumer groups was 67.7%, 65.5%, 63.5%, 61.4%, 68.1% and 72.4% respectively in the monthly income groups of (i) below Rs.5,000, (ii) Rs.5,001 – Rs.10,000, (iii) Rs.10,001 – Rs.15,000, (iv) Rs.15,001 – Rs.20,000, (v) Rs.20,001 – Rs.25,000 and (vi) above Rs.25,000. (Page 156 Annexure IV)
- e) Analysis of data of respondents with respect to their educational qualification shows that 67.2% of those having studied up to high school

level, 67% of those having studied up to HSC level and 69.1% of the graduates expressed their readiness to join consumer groups for redressal of their grievances while the percentage was less than the average at 64% among illiterates and 56.5% among those who had studied up to primary level. (Page 54 Annexure IV)

- f) There is no association between the number of members in a family and their readiness to join consumer groups for redressal of their grievances as seen from the following figures: 68.1% in respect of small families having up to two members as also three member families, 63.6%, 67.1%, 69% and 69.2% in respect of families having four members, five members, six members and seven or more members respectively. (Page 129 Annexure IV)

XI. Awareness about legal remedies

- a) Only 54.2% of the 3200 respondents are aware of legal remedies that are available for redressal of grievances. The awareness was highest in the northern region (57.6%) followed by western (51.6%), southern (51.1%) and central (50.6%) regions respectively. (Page 182 Annexure IV)
- b) There is increased awareness among male respondents (55.9%) than among female respondents (52.2%). (Page 11 Annexure IV)
- c) The awareness is significantly higher in urban areas at 59.4% than in rural areas where it is 48%. (Page 76 Annexure IV)
- d) Awareness about legal remedies shows an increasing trend as the monthly income increases as seen from the following figures: 42.4% in respect of those with the monthly income of less than Rs.5,000/-, 51.4% in the income range of Rs.5001 – Rs.10,000, 56.8% in the range Rs.10001 – Rs.15000, 60.6% in the range Rs.15001 – Rs.20,000, 63.4% in the range Rs.20001 – Rs.25,000 and 76.2% in the respondents having a monthly income of more than Rs.25,000. (Page 158 Annexure IV)
- e) Awareness about legal remedies also shows an increasing trend as the educational qualification of the respondents goes higher as seen from the following data: (i) 24.7% among illiterates, (ii) 36.3% among those who have studied up to primary level, (iii) 49.5% among those who have studied up to high school level, (iv) 55.5% among those who have studied up to HSC level and (v) 69.6% among graduates. (Page 55 Annexure IV)
- f) There is no significant association between awareness of legal remedies and the number of members in a family. However, awareness was relatively low (40.4%) in small families having up to two members. The percentage was 53.1%, 55.2%, 55.5%, 57.2% and 54.7% in respect of families having three members, four members, five members, six members and seven or more members respectively. (Page 130 Annexure IV)

XII. Role of Media in increasing Consumer Awareness

- a) Of the 3200 respondents, 1854 representing 57.9% of the total are of the opinion that media can play an important role in increasing consumer awareness. The percentage is high in the northern region (65%) followed by central (57.1%), western (56.9%) and southern (47.4%) regions respectively. (Page 183 Annexure IV)
- b) 58 % of the male respondents and 57.8% of the female respondents stated that media can play an important role in increasing consumer awareness thus showing that there is hardly any difference between men and women respondents. (Page 12 Annexure IV)
- c) However, there is difference between urban and rural respondents, 63.1% of the urban respondents stating that media can play an important role while only 52% of the rural respondents gave the same answer. (Page 77 Annexure IV)
- d) Analysis of the data, monthly income-wise, does not reveal any significant trend although the percentage of respondents who believe that media can play an important role in increasing consumer awareness is quite low at 46.5% among those with the monthly income of less than Rs.5,000. The percentage in respect of other income groups is: 59.7% (monthly income range of Rs.5001-Rs.10,000), 62.2% (Rs.10001-Rs.15,000), 61.2% (Rs.15001-Rs.20000), 67.5% (Rs.20001-Rs.25,000) and 64.1% (monthly income exceeding Rs.25,000). (Page 159 Annexure IV)
- e) It is seen that more number of respondents express their view that media can play an important role in increasing consumer awareness as their educational qualification increases. The percentage of respondents who replied in the affirmative to the above question among the different educational groups was as follows: (i) illiterate – 35.9%, (ii) primary level – 47.1%, (iii) high school level – 54.4%, (iv) HSC level – 57.5% and (v) graduate level – 69.0%. (Page 56-57 Annexure IV)
- f) There is no significant correlation between the number of members in a family and the opinion that media can play an important role in increasing consumer awareness, although in very small families of having up to two members, the percentage of respondents who replied in the affirmative to the above question was 51.1% only. The percentage in respect of other categories was as follows: 57.4%, 57.7%, 59.9%, 59.4% and 58.6% in respect of families having three members, four members, five members, six members and seven or more members respectively. (Page 131-132 Annexure IV)

XIII. Awareness about laws relating to consumer protection

- a) The awareness about the existing laws for protecting the consumer is quite low at 33%. Only in the northern region, it is higher than the average at

37.8% while it is below the average in central (31.4%), southern (30.6%) and western (22.1%) regions respectively. (Page 186 Annexure IV)

- b) The awareness is relatively high among male respondents (34.8%) compared to the female respondents (30.9%). (Page 14 Annexure IV)
- c) Not surprisingly, the awareness is higher (37%) among the urban respondents than among rural respondents (28.3%). (Page 79 Annexure IV)
- d) Awareness about the existing laws for protecting the consumer shows an increasing trend as the monthly income of the respondents increases as seen from the following data: (i) below Rs.5,000 – 23%, (ii) Rs.5,001 to Rs.10,000 – 30.8%, (iii) Rs.10,001 to Rs.15,000 – 33.0%, (iv) Rs.15,001 to Rs.20,000 – 37.5%, (v) Rs.20,001 to Rs.25,000 – 42.8% and (vi) above Rs.25,000 – 53.7%. (Page 162 Annexure IV)
- e) It is seen that as the educational qualification increases among the respondents, their awareness of the existing laws for protecting the consumers also increases as seen from the following figures: (i) illiterate – 12.6%, (ii) primary level – 19.8%, (iii) high school level – 29.5%, (iv) HSC level – 33.2% and (v) graduate level – 44.3%. (Page 60 Annexure IV)
- f) There is no significant association between the numbers in a family and their awareness about the existing laws for protecting the consumer. The following figures show the percentage of respondents in the different family sizes who stated that they were aware of existing laws for protecting the consumers: 27.7% in respect of small families having up to two members, 32.5% in respect of three member families, 31.7%, 36.5%, 34.3% and 32.6% respectively in respect of families having four members, five members, six members and seven or more members. (Page 135 Annexure IV)

XIV. Awareness about Consumer Redressal Fora

- a) The awareness about existence of consumer courts for redressal of grievances of the consumer cannot be said to be very high. Only 49.4% of the respondents seem to be aware of the courts. The awareness was highest in the northern region at 52.6% followed by central region(50.3%), southern region (46.4%) and western region (43.6%). (Page 187 Annexure IV)
- b) Awareness about the consumer fora is relatively higher at 51.5% among males compared to 47% among females. (Page 15 Annexure IV)
- c) As can be expected, awareness is higher in urban areas(54.6%) compared to the rural areas(43.3%). (Page 80 Annexure IV)
- d) Awareness generally increases as the monthly income of the family increases as can be seen from the following figures: (i) below Rs.5,000 – 38.3%, (ii) Rs.5,001 to Rs.10,000 – 45.3%, (iii) Rs.10,001 to Rs.15,000 – 55.5%, (iv)

Rs.15,001 to Rs.20,000 – 52.3%, (v) Rs.20,001 to Rs.25,000 – 59.7% and (vi) above Rs.25,000 – 71.5%. (Page 164 Annexure IV)

- e) Awareness is also found to increase as the educational qualification of the respondents increases as seen from the following data: (i) illiterate – 17.8%, (ii) primary level – 30.5%, (iii) high school level – 45.2%, (iv) HSC level – 52.6% and (v) graduate level – 65%. (Page 61 Annexure IV)
- f) Awareness about consumer courts being available for redressal of grievances is found to be quite low among small families having up to two members(39.9%). However, there is not much difference in the extent of awareness among families having three or more members as the following figures would show: 49.8%, 49.8%, 51.2%, 48.7% and 49.2% respectively in respect of families having three members, four members, five members, six members and seven or more members. (Page 136 Annexure IV)

XV. Cases filed in Consumer Fora

- a) Even though the awareness about the existence of consumer courts is 49.4% among the respondents, the percentage of people who have actually filed cases in the consumer fora is very low at 6.6%. While 8.7% of the respondents have filed cases in the southern region and 6.7% in the northern region, only 4% of the respondents in the western and central regions have filed cases in the consumer fora. (Page 188-189 Annexure IV)
- b) The percentage of respondents who have filed consumer cases is higher among men at 8.8% than among women at 3.9%. (Page 16 Annexure IV)
- c) The percentage of respondents who have filed consumer cases is higher at 7% in urban areas than in rural areas (6.1%). (Page 81 Annexure IV)
- d) There is no strict association between the monthly income of the family and the tendency to file cases in consumer fora although the percentage of respondents who have filed cases is substantially higher in the monthly income groups exceeding Rs.15,000. The following figures will substantiate the case: (i) below Rs.5,000 – 6.0%, (ii) Rs.5,001 to Rs.10,000 – 4.1%, (iii) Rs.10,001 to Rs.15,000 – 4.3%, (iv) Rs.15,001 to Rs.20,000 – 9.4%, (v) Rs.20,001 to Rs.25,000 – 7.9% and (vi) above Rs.25,000 – 12.9%. (Page 165 Annexure IV)
- e) Analysis of data with reference to educational qualification of the respondents shows that only 3.1% of the respondents among illiterates have approached the consumer fora while 7.8% of the graduates have sought redressal of their grievances from consumer fora. There is not much variation in respect of other categories as can be seen from the following figures: (i) studied up to primary level – 5.6%, (ii) high school level – 5.1%, (iii) HSC level – 5.1%. (Page 62 Annexure IV)

- f) There is no association between the number of members in the family and the filing of cases in consumer fora. The following figures will substantiate the statement: 6.7% in respect of small families having up to two members, 7.5%, 6.8%, 5.1%, 9.8% and 4.5% in respect of families having three, four members, five members, six members and seven or more members respectively. (Page 138 Annexure IV)

XVI. Redressal from Consumer Fora

- a) Among those who approached consumer fora for redressal of their grievances, 57.1% stated that the fora were able to redress their grievances. The percentage was high at 71.4% in the western region followed by 58.5% in the northern region, 55.3% in the southern region and 42.9% in the central region respectively. (Page 189-190 Annexure IV)
- b) 56.4% of the male respondents and 59.3% of the female respondents stated that the consumer fora were able to redress their grievances. (Page 17 Annexure IV)
- c) 66.7% of the respondents in the urban areas and 41% of the respondents in the rural areas stated that they got their grievance redressed by approaching the consumer fora. (Page 82 Annexure IV)
- d) There is no correlation between the monthly income of the family and the redressal of grievances by the consumer fora as the following figures would show: (i) below Rs.5,000 – 47.4%, (ii) Rs.5,001 to Rs.10,000 – 33.3%, (iii) Rs.10,001 to Rs.15,000 – 72.7%, (iv) Rs.15,001 to Rs.20,000 – 43.8%, (v) Rs.20,001 to Rs.25,000 – 66.7% and (vi) above Rs.25,000 – 76.9%. (Page 167 Annexure IV)
- e) Analysis of data with reference to educational qualification of the respondents shows that there is an increase in the percentage of cases as the educational qualification increases. However, it has to be stated that the number of respondents who had approached the consumer fora is very low and definitive conclusions should not be drawn from the percentages: (i) studied up to primary level – 33.3%, (ii) high school level – 40.0%, (iii) HSC level – 61.5% and (iv) graduate level – 62%. (Page 64 Annexure IV)
- f) There is no association between the number of members in the family and the success of consumer cases filed by the respondents as the following figures would show: 40.0% in respect of small families having up to two members, 47.8% in respect of three member families, 65.9%, 63.2%, 46.2% and 50.0% respectively in respect of families having four members, five members, six members and seven or more members. (Page 139 Annexure IV)

XVII. Conclusions and Recommendations

- i. Only 51.3% of the respondents in the survey are aware of their rights as consumer. Awareness is quite low at 46.6% in the western region. There is greater awareness in urban areas than in rural areas and awareness increases with education and monthly income.
- ii. Preference for branded goods and medicines is much higher in urban areas (75.2%) than in rural areas (56.3%). This preference also increases as monthly income and educational qualification increase.
- iii. Similar trend is noticed with regard to awareness about expiry dates of goods and medicines. The overall awareness about the need to check the expiry date shows that a healthy 76.4% for the State as a whole.
- iv. Awareness about MRP is fairly high at 76.8%, higher in the urban areas than in the rural areas. But it is disturbing to note that 12.7% of the respondents had paid more than the MRP rates at some time or the other, the percentage being more in the western and southern region. Awareness about MRP is significantly low among people with a monthly income of less than Rs.5,000/-. Higher the level of education, greater is the awareness among respondents about checking MRP before buying a product.
- v. Only 50% of the respondents check the weight of the product mentioned on the items. Here again, awareness is higher among the more educated people. The awareness shows an increasing trend as the number of members in a family increases.
- vi. 57.9% of the respondents have come across adulteration in food items which means that stricter enforcement is called for. There is a significant correlation between awareness about adulteration on the one hand and monthly income and education on the other.
- vii. The fact that 40.4% of the respondents have come across spurious medicines sometime or the other once again shows the ineffectiveness of our enforcement machinery. Here again, like in previous cases, awareness increases with improved education and increasing monthly income.
- viii. Although a significant percentage of the respondents (78.4%) have complained to the shop keepers/authorities regarding prices, quality, adulteration etc., only 18.9% of the respondents expressed satisfaction at the action taken on their complaints. There is no significant correlation between level of satisfaction and monthly income or education or number of members in the family.
- ix. Nearly 2/3 of the respondents are willing to join consumer organizations for redressal of their grievances. The response was higher among men than women and higher in rural areas than in urban areas.

- x. Awareness about legal remedies is only 54.2% among the respondents, more in urban areas than in rural areas. Awareness shows an increasing trend with decreasing income and higher levels of education.
- xi. A majority of the respondents, 57.9%, feel that media can play an important role in increasing consumer awareness. The feeling is stronger among persons having higher educational levels.
- xii. Awareness about existing laws relating to consumer protection is quite low at 33%, lower in rural areas (28.3%) than in urban areas (37%). Awareness shows an increasing trend as monthly income and educational qualification increase.
- xiii. There is only average awareness (49.4%) about existence of consumer courts for redressal of grievances. The awareness is higher in urban areas (54.6%) compared to rural areas (43.3%). Here again there is positive correlation between awareness on the one hand increasing family income and higher level of education on the other. But the percentage of people who have actually filed cases in consumer courts is very low at 6.6%. There is no strict correlation between the tendency to file cases in consumer fora and family income or educational qualification or the size of the family. Among those who approached the Consumer Fora, 57.1% stated that the fora were able to redress their grievances.
- xiv. To sum up, awareness about consumer rights, laws relating to consumer protection and consumer redressal fora is not high. Government agencies and voluntary organizations can play an effective role in increasing awareness in these respects, especially in rural areas. There is need for more consumer organizations in the western and southern regions of the State. There is also a crying need to tighten enforcement with regard to adulteration and sale of spurious goods, especially medicines.

Annexure - I

QUESTIONNAIRE ON CONSUMER AWARENESS

1. Name : _____

2. Address : _____

3. Telephone No if you wish : _____

4. Number of Members in the family : _____

5. Monthly Income :

Less than 5,000 5,000 - 10,000 10,000 and above

6. Age : _____

7. Sex : Male / Female

8. Please tick of the following:

(i) Marital Status : Married / Single / Any Other

(ii) Qualification : Graduated / HSC / SSLC / Below S.S.L.C If so,
Please mention:

(iii) Location : Rural / Urban

9. Do you buy branded food items and medicines?

Yes No No Opinion

10. Do you examine the expiry date of the items you buy?

Yes No No Opinion

11. (a) Do you check the MRP (Maximum Retail Price) before buying a product?

Yes No No Opinion

(b) Are you charged the MRP or more than/less than the MRP?

Yes No No Opinion

12. Do you check the weight of the products mentioned on the items?

Yes No No Opinion

13. Do you check the prices of goods you buy from alternative sources?

Yes No No Opinion

14. (a) Have you ever come across adulteration in food items?

Yes No No Opinion

(b) Have you ever come across spurious medicines?

Yes No No Opinion

15. (a) If yes to question (13), did you complain to:

Shop Keeper Main Supplier Any other

(b) What was the response to your complaint?

Satisfactory Not Satisfactory No Response

16. Are you aware of your rights as consumers?

Yes No No Opinion

17. (a) If you are not satisfied with the price/quality of the products do you realize the need for forming some consumer clubs to fight for your rights?

Yes No No Opinion

(b) Are you ready to join such forums for the redressal of your grievance?

Yes No No Opinion

18. Are you aware of any legal remedy available for the redressal of your grievances?

Yes No No Opinion

19. Do you think media can play an important role in increasing consumer awareness?

Yes No No Opinion

20. Have you watched some TV programmes about the product analysis and related matters for the guidance of the consumers?

Yes No No Opinion

21. Are you aware of the existing law for protecting the Consumer?

Yes No No Opinion

22. Are you aware of consumer courts for redressal of grievances of the consumers?

Yes No No Opinion

23. (a) If yes, have you ever filled a case in the consumer court?

Yes No No Opinion

(b) If yes to the question (a), was the consumer court able to redress your grievance?

Yes No No Opinion

Name and Signature of the Student Name and Signature of the Co-ordinator

நுகர்வோர் விழிப்புணர்வு பற்றிய வினாப்பட்டியல்

1. பெயர் :

2. ஊர் மற்றும் மாவட்டம்:

3. தொலைபேசி எண் :

4. குடும்பத்தில் உள்ளோர்கள் எண்ணிக்கை:

5. மாத வருமானம்:

ரூ.5,000க்கும் குறைவாக ரூ. 5,001 – 10,000 ரூ. 10,001 – 15,000
 ரூ. 15,001 – 20,000 ரூ. 20,001 – 25,000 ரூ.25,000க்கும் அதிகமாக

6. வயது:

7. பாலினம்: ஆண் பெண் மற்றவர்

8. கீழ்க்கண்டவற்றில் பொருத்தமான ஒன்றை குறியீடு (✓) செய்யவும்.

(i) திருமண அந்தஸ்து : திருமணமானவர் / திருமணமாகாதவர் / மற்றவை

(ii) கல்வித்தகுதி: பட்டதாரி / மேல்நிலைப்பள்ளி படிப்பு / உயர்நிலைப்பள்ளி படிப்பு /

உயர்நிலைக்கு கீழே / கல்வியறிவு இல்லாதவர்

(iii) இருப்பிடம் : ஊரகப்பகுதி / நகர்ப்பகுதி

9. நீங்கள் பிரபலமான நிறுவனங்களின் (Branded) உணவுப்பொருள்கள் மற்றும் மருந்துகள் வாங்குகிறீர்களா?

ஆம் இல்லை கருத்து இல்லை

10. பொருட்களை வாங்கும் போது நீங்கள் காலாவதியாகும் தேதியை பார்த்து வாங்குகிறீர்களா?

ஆம் இல்லை கருத்து இல்லை

11. (அ) பொருட்களை வாங்கும் முன்பு அதிகபட்ச விற்பனை விலை (MRP) என்ன என்பதை பார்த்து வாங்குகிறீர்களா?

ஆம் இல்லை கருத்து இல்லை

(ஆ) பொருட்களை வாங்கும் போது கீழ்க்குறிப்பிட்டவற்றில் பொதுவாக எந்த விலை கொடுத்து வாங்குகிறீர்கள்?

(அ) MRP-ஐ விட குறைவான விலை

(ஆ) MRP விலையில்

(இ) MRP-ஐ விட அதிக விலை

12. பொருட்களை வாங்கும் போது அவற்றில் குறிப்பிடப்பட்ட எடையை சரிபார்த்து வாங்குகிறீர்களா?

ஆம் இல்லை கருத்து இல்லை

13. நீங்கள் வாங்கும் பொருட்களை மற்ற இடங்களில் என்ன விலைக்கு விற்கிறார்கள் என்பதை சரிபார்ப்பது உண்டா?

ஆம் இல்லை கருத்து இல்லை

14. (அ) உணவுப் பொருட்களில் கலப்படம் என்பது குறித்து நீங்கள் அறிவீர்களா?

ஆம் இல்லை கருத்து இல்லை

(ஆ) போலி மருந்துகள் குறித்து உங்களுக்கு தெரியுமா?

ஆம் இல்லை கருத்து இல்லை

15. (அ) 13 மற்றும் 14வது கேள்விகளுக்கு உங்கள் விடை 'ஆம்' என்றால் அது குறித்து கீழ்க்கண்ட நபர்களில் எவரிடமாவது புகார் செய்தது உண்டா?

(அ) கடைக்காரர் (ஆ) உற்பத்தியாளர் (இ) அதிகாரம் பெற்ற அலுவலர்கள்

(ஆ) உங்களது புகாரின் மீது எடுத்த நடவடிக்கை எப்படி இருந்தது?

(அ) திருப்திகரம் (ஆ) திருப்திகரமாக இல்லை (இ) எந்த நடவடிக்கையும் இல்லை

16. நுகர்வோர் என்ற முறையில் உங்களது உரிமைகள் குறித்து அறிவீர்களா?

ஆம் இல்லை கருத்து இல்லை

17. (அ) நீங்கள் வாங்கும் பொருள் பற்றிய விலை மற்றும் தரம் குறித்து உங்களுக்கு திருப்தி இல்லையெனில் உங்களது உரிமைகள் குறித்து போராட நுகர்வோர் குழுக்கள் தேவை என்று கருதுகிறீர்களா?

ஆம் இல்லை கருத்து இல்லை

(ஆ) 'ஆம்' எனில் உங்களது குறைகளை நிவர்த்தி செய்ய அம்மாதிரி குழுக்களில் சேர நீங்கள் தயாரா?

ஆம் இல்லை கருத்து இல்லை

18. உங்களது குறைகளை நிவர்த்தி செய்ய சட்டத்தீர்வு வழிகள் இருப்பது பற்றி அறிவீர்களா?

ஆம் இல்லை கருத்து இல்லை

19. நுகர்வோர் விழிப்புணர்வை அதிகரிக்க ஊடகங்கள் முக்கியமான பங்கு வகிக்கின்றன என்று நீங்கள் கருதுகிறீர்களா?

ஆம் இல்லை கருத்து இல்லை

20. நுகர்வோர் வழிகாட்டுதலுக்கான பொருளாய்வு (Product Analysis) மற்றும் அதனைச் சார்ந்த தொலைக்காட்சி நிகழ்ச்சிகளை தாங்கள் பார்ப்பதுண்டா?

ஆம் இல்லை கருத்து இல்லை

21. நுகர்வோர் பாதுகாப்பு குறித்து நடைமுறையில் உள்ள சட்டங்கள் பற்றி உங்களுக்கு தெரியுமா?

ஆம் இல்லை கருத்து இல்லை

22. நுகர்வோர் குறைதீர்ப்புக்காக நுகர்வோர் குறைதீர்ப்பு மன்றங்கள் இருப்பது குறித்து உங்களுக்கு தெரியுமா?

ஆம் இல்லை கருத்து இல்லை

23. (அ) மேற்கண்ட கேள்விக்கு விடை 'ஆம்' என்றால் நீங்கள் நுகர்வோர் குறைதீர்க்கும் மன்றங்களில் ஏதேனும் வழக்கு தாக்கல் செய்தது உண்டா?

ஆம் இல்லை கருத்து இல்லை

(ஆ) 'ஆம்' என்றால் நுகர்வோர் குறைதீர்க்கும் மன்றத்தில் தகுந்த பரிகாரம் கிடைத்ததா?

ஆம் இல்லை கருத்து இல்லை

கள ஆய்வாளர்

(பெயர் மற்றும் கையொப்பம்)

மேற்பார்வையாளர்

(பெயர் மற்றும் கையொப்பம்)

Annexure - II

Details of Target Group

No. of Days Scheduled for Survey	2
No. of Persons to be interviewed per day by each student	10
No. of Students involved in Survey (8x10)	80
Total Number of Targeted People (2x10x80)	1600
Classification of the Target Group	No of Persons to be interviewed by each Student
<u>Social Status Based</u>	
i. Married	12
ii. Unmarried	8
<u>Location Based</u>	
i. Rural	10
ii. Urban	10
<u>Income Based</u>	
i. Less than 5,000/-	10
ii. 5,000 – 10,000/-	5
iii. Above 10,000	5
<u>Education Based</u>	
i. Graduate Level	5
ii. S.S.L.C & H.S.C	5
iii. Below S.S.L.C	10
<u>Gender Based</u>	
i. Male	10
ii. Female	10

Annexure - III

Instructions to do Survey Analysis

- Collect the Voter's List in your City
- Follow the Random Sampling method.
- From the Voter's List, select twenty respondents (target group), through the above method, ten from the Urban area and ten from the rural area of the district. For example, persons with serial numbers 15, 25, 35,45, 55 etc may be selected or persons with serial numbers 11, 31, 51, 71, 91 etc may be selected. If a particular respondent, say Serial No.71 in your list is not available, then you may go to S.No.72.
- If any Respondent doesn't fill the personal details, don't force him/her to do so.
- Choose the Respondents who are willing to answer the questionnaire. Don't choose the Respondents who are uninterested or unwilling.
- Approach the Respondents when they are free and give them sufficient time to fill the questionnaire.
- If they are not able to understand the question, please explain it to them and answer the queries which they ask.
- If the respondent is illiterate/semi-literate, you should explain all the questions patiently and get the answers.
- If any one of the Respondents does not return the questionnaire within a reasonable time, then go to the next Respondent.
- Under no circumstances should you answer the questionnaire yourself for the sake of completing the survey.
- Please remember that authenticity of the data collected and integrity of the persons interviewing/interviewed are very important for the success of the survey.

Annexure – IV: Analysis of Data

Gender * Buy branded food items and medicines

Crosstab

			Buy branded food items and medicines			Total
			Yes	No	No opinion	
Gender	Male	Count	1158	474	81	1713
		% within Gender	67.6%	27.7%	4.7%	100.0%
		% within Buy branded food items and medicines	54.4%	52.5%	47.6%	53.5%
	Female	Count	969	429	89	1487
		% within Gender	65.2%	28.9%	6.0%	100.0%
		% within Buy branded food items and medicines	45.6%	47.5%	52.4%	46.5%
Total		Count	2127	903	170	3200
		% within Gender	66.5%	28.2%	5.3%	100.0%
		% within Buy branded food items and medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.469(a)	2	.176
Likelihood Ratio	3.462	2	.177
Linear-by-Linear Association	3.156	1	.076
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 79.00.

Gender * Examine the expiry date of the items

Crosstab

			Examine the expiry date of the items			Total
			Yes	No	No opinion	
Gender	Male	Count	1340	342	31	1713
		% within Gender	78.2%	20.0%	1.8%	100.0%

		% within Examine the expiry date of the items	54.8%	51.1%	36.0%	53.5%
	Female	Count	1105	327	55	1487
		% within Gender	74.3%	22.0%	3.7%	100.0%
		% within Examine the expiry date of the items	45.2%	48.9%	64.0%	46.5%
Total		Count	2445	669	86	3200
		% within Gender	76.4%	20.9%	2.7%	100.0%
		% within Examine the expiry date of the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.728(a)	2	.001
Likelihood Ratio	13.771	2	.001
Linear-by-Linear Association	10.830	1	.001
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 39.96.

Gender * Check the MRP before buying a product

Crosstab

		Check the MRP before buying a product			Total	
		Yes	No	No opinion		
Gender	Male	Count	1355	304	54	1713
		% within Gender	79.1%	17.7%	3.2%	100.0%
		% within Check the MRP before buying a product	55.1%	49.4%	42.2%	53.5%
Female	Female	Count	1102	311	74	1487
		% within Gender	74.1%	20.9%	5.0%	100.0%
		% within Check the MRP before buying a product	44.9%	50.6%	57.8%	46.5%

Total	Count	2457	615	128	3200
	% within Gender	76.8%	19.2%	4.0%	100.0%
	% within Charged the MRP or more than/less than the MRP	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.362(a)	2	.001
Likelihood Ratio	13.341	2	.001
Linear-by-Linear Association	13.294	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 59.48.

Gender * Charged the MRP or more than/less than the MRP

Crosstab

		Charged the MRP or more than/less than the MRP			Total	
		Yes	No	No opinion		
Gender	Male	Count	448	1073	192	1713
		% within Gender	26.2%	62.6%	11.2%	100.0%
		% within Charged the MRP or more than/less than the MRP	59.5%	52.6%	47.2%	53.5%
	Female	Count	305	967	215	1487
		% within Gender	20.5%	65.0%	14.5%	100.0%
		% within Charged the MRP or more than/less than the MRP	40.5%	47.4%	52.8%	46.5%
Total		Count	753	2040	407	3200
		% within Gender	23.5%	63.8%	12.7%	100.0%
		% within Charged the MRP or more than/less than the MRP	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.093(a)	2	.000
Likelihood Ratio	18.159	2	.000
Linear-by-Linear Association	17.936	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 189.13.

Gender * Check the weight of the products mentioned on the items

Crosstab

		Check the weight of the products mentioned on the items			Total	
		Yes	No	No opinion		
Gender	Male	Count	858	787	68	1713
		% within Gender	50.1%	45.9%	4.0%	100.0%
		% within Check the weight of the products mentioned on the items	53.6%	53.6%	51.5%	53.5%
	Female	Count	742	681	64	1487
		% within Gender	49.9%	45.8%	4.3%	100.0%
		% within Check the weight of the products mentioned on the items	46.4%	46.4%	48.5%	46.5%
Total		Count	1600	1468	132	3200
		% within Gender	50.0%	45.9%	4.1%	100.0%
		% within Check the weight of the products mentioned on the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.225(a)	2	.894
Likelihood Ratio	.225	2	.894
Linear-by-Linear Association	.066	1	.798

N of Valid Cases	3200
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a 0 cells (.0%) have expected count less than 5. The minimum expected count is 61.34.

Gender * Check the prices of goods buy from alternative sources

Crosstab

			Check the prices of goods buy from alternative sources			Total
			Yes	No	No opinion	
Gender	Male	Count	949	681	83	1713
		% within Gender	55.4%	39.8%	4.8%	100.0%
		% within Check the prices of goods buy from alternative sources	51.8%	56.0%	54.6%	53.5%
	Female	Count	882	536	69	1487
		% within Gender	59.3%	36.0%	4.6%	100.0%
		% within Check the prices of goods buy from alternative sources	48.2%	44.0%	45.4%	46.5%
Total		Count	1831	1217	152	3200
		% within Gender	57.2%	38.0%	4.8%	100.0%
		% within Check the prices of goods buy from alternative sources	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.081(a)	2	.079
Likelihood Ratio	5.086	2	.079
Linear-by-Linear Association	3.921	1	.048
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 70.63.

Gender * Ever come across adulteration in food items

Crosstab

			Ever come across adulteration in food items			Total
			Yes	No	No opinion	
Gender	Male	Count	968	603	142	1713
		% within Gender	56.5%	35.2%	8.3%	100.0%
		% within Ever come across adulteration in food items	52.2%	55.6%	54.2%	53.5%
	Female	Count	886	481	120	1487
		% within Gender	59.6%	32.3%	8.1%	100.0%
		% within Ever come across adulteration in food items	47.8%	44.4%	45.8%	46.5%
Total		Count	1854	1084	262	3200
		% within Gender	57.9%	33.9%	8.2%	100.0%
		% within Ever come across adulteration in food items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.260(a)	2	.196
Likelihood Ratio	3.263	2	.196
Linear-by-Linear Association	2.086	1	.149
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 121.75.

Gender * Ever come across spurious medicines

Crosstab

			Ever come across spurious medicines			Total
			Yes	No	No opinion	
Gender	Male	Count	680	842	191	1713
		% within Gender	39.7%	49.2%	11.2%	100.0%

		% within Ever come across spurious medicines	52.6%	54.2%	54.0%	53.5%
	Female	Count	612	712	163	1487
		% within Gender	41.2%	47.9%	11.0%	100.0%
		% within Ever come across spurious medicines	47.4%	45.8%	46.0%	46.5%
Total		Count	1292	1554	354	3200
		% within Gender	40.4%	48.6%	11.1%	100.0%
		% within Ever come across spurious medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.711(a)	2	.701
Likelihood Ratio	.711	2	.701
Linear-by-Linear Association	.505	1	.477
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 164.50.

Gender * Complain if prices of goods is more

Crosstab

			Complain if prices of goods is more			Total
			Shop Keeper	Main Supplier	Authority	
Gender	Male	Count	1012	177	132	1321
		% within Gender	76.6%	13.4%	10.0%	100.0%
		% within Complain if prices of goods is more	51.7%	54.8%	60.8%	52.9%
	Female	Count	947	146	85	1178
		% within Gender	80.4%	12.4%	7.2%	100.0%
		% within Complain if prices of goods is more	48.3%	45.2%	39.2%	47.1%
Total		Count	1959	323	217	2499

% within Gender	78.4%	12.9%	8.7%	100.0%
% within Complain if prices of goods is more	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.152(a)	2	.028
Likelihood Ratio	7.210	2	.027
Linear-by-Linear Association	6.958	1	.008
N of Valid Cases	2499		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 102.29.

Gender * Response to complaint

Crosstab

			Response to complaint			Total
			Satisfactory	Not Satisfactory	No Response	
Gender	Male	Count	242	499	580	1321
		% within Gender	18.3%	37.8%	43.9%	100.0%
		% within Response to complaint	51.2%	55.3%	51.6%	52.9%
	Female	Count	231	403	544	1178
		% within Gender	19.6%	34.2%	46.2%	100.0%
		% within Response to complaint	48.8%	44.7%	48.4%	47.1%
Total		Count	473	902	1124	2499
		% within Gender	18.9%	36.1%	45.0%	100.0%
		% within Response to complaint	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.455(a)	2	.178
Likelihood Ratio	3.458	2	.177
Linear-by-Linear Association	.105	1	.745

N of Valid Cases	2499		
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a 0 cells (.0%) have expected count less than 5. The minimum expected count is 222.97.

Gender * Aware of rights as consumers

Crosstab

		Aware of rights as consumers			Total	
		Yes	No	No opinion		
Gender	Male	Count	896	675	142	1713
		% within Gender	52.3%	39.4%	8.3%	100.0%
		% within Aware of rights as consumers	54.6%	52.4%	52.6%	53.5%
	Female	Count	745	614	128	1487
		% within Gender	50.1%	41.3%	8.6%	100.0%
		% within Aware of rights as consumers	45.4%	47.6%	47.4%	46.5%
Total		Count	1641	1289	270	3200
		% within Gender	51.3%	40.3%	8.4%	100.0%
		% within Aware of rights as consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.554(a)	2	.460
Likelihood Ratio	1.554	2	.460
Linear-by-Linear Association	1.225	1	.268
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 125.47.

Gender * If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights

Crosstab

		If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights			Total
		Yes	No	No opinion	

Gender	Male	Count	1164	352	197	1713
		% within Gender	68.0%	20.5%	11.5%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	54.1%	57.3%	45.5%	53.5%
	Female	Count	989	262	236	1487
		% within Gender	66.5%	17.6%	15.9%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	45.9%	42.7%	54.5%	46.5%
Total		Count	2153	614	433	3200
		% within Gender	67.3%	19.2%	13.5%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.043(a)	2	.001
Likelihood Ratio	15.023	2	.001
Linear-by-Linear Association	5.177	1	.023
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 201.21.

Gender * Ready to join such forums for the redressal of grievance

Crosstab

		Ready to join such forums for the redressal of grievance			Total	
		Yes	No	No opinion		
Gender	Male	Count	818	231	115	1164
		% within Gender	70.3%	19.8%	9.9%	100.0%
		% within Ready to join such forums for the redressal of grievance	57.3%	48.2%	46.6%	54.1%
	Female	Count	609	248	132	989
		% within Gender	61.6%	25.1%	13.3%	100.0%
		% within Ready to join such forums for the redressal of grievance	42.7%	51.8%	53.4%	45.9%
Total		Count	1427	479	247	2153
		% within Gender	66.3%	22.2%	11.5%	100.0%
		% within Ready to join such forums for the redressal of grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.280(a)	2	.000
Likelihood Ratio	18.255	2	.000
Linear-by-Linear Association	16.575	1	.000
N of Valid Cases	2153		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 113.46.

Gender * Aware of legal remedy available for the redressal of grievances

Crosstab

		Aware of legal remedy available for the redressal of grievances			Total	
		Yes	No	No opinion		
Gender	Male	Count	957	615	141	1713
		% within Gender	55.9%	35.9%	8.2%	100.0%

		% within Aware of legal remedy available for the redressal of grievances	55.2%	51.3%	52.6%	53.5%
	Female	Count	776	584	127	1487
		% within Gender	52.2%	39.3%	8.5%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	44.8%	48.7%	47.4%	46.5%
Total		Count	1733	1199	268	3200
		% within Gender	54.2%	37.5%	8.4%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.498(a)	2	.105
Likelihood Ratio	4.497	2	.106
Linear-by-Linear Association	3.049	1	.081
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 124.54.

Gender * Media can play an important role in increasing consumer awareness

Crosstab

		Media can play an important role in increasing consumer awareness			Total	
		Yes	No	No opinion		
Gender	Male	Count	994	502	217	1713
		% within Gender	58.0%	29.3%	12.7%	100.0%
	% within Media can play an important role in increasing consumer awareness	53.6%	54.6%	50.8%	53.5%	
	Female	Count	860	417	210	1487

Total	% within Gender	57.8%	28.0%	14.1%	100.0%
	% within Media can play an important role in increasing consumer awareness	46.4%	45.4%	49.2%	46.5%
	Count	1854	919	427	3200
	% within Gender	57.9%	28.7%	13.3%	100.0%
	% within Media can play an important role in increasing consumer awareness	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.709(a)	2	.426
Likelihood Ratio	1.707	2	.426
Linear-by-Linear Association	.420	1	.517
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 198.42.

Gender * Watched some TV programmes about the product analysis and related matters for the guidance of the consumers

Crosstab

		Watched some TV programmes about the product analysis and related matters for the guidance of the consumers			Total
		Yes	No	No opinion	
Gender	Male	Count 814	733	166	1713
		% within Gender 47.5%	42.8%	9.7%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the 55.3%	53.5%	46.5%	53.5%

		guidance of the consumers				
	Female	Count	658	638	191	1487
		% within Gender	44.3%	42.9%	12.8%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	44.7%	46.5%	53.5%	46.5%
Total		Count	1472	1371	357	3200
		% within Gender	46.0%	42.8%	11.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.949(a)	2	.011
Likelihood Ratio	8.929	2	.012
Linear-by-Linear Association	7.293	1	.007
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 165.89.

Gender * Aware of the existing law for protecting the Consumer

Crosstab

			Aware of the existing law for protecting the Consumer			Total
			Yes	No	No opinion	
Gender	Male	Count	596	949	168	1713

		% within Gender	34.8%	55.4%	9.8%	100.0%
		% within Aware of the existing law for protecting the Consumer	56.4%	52.0%	52.7%	53.5%
	Female	Count	460	876	151	1487
		% within Gender	30.9%	58.9%	10.2%	100.0%
		% within Aware of the existing law for protecting the Consumer	43.6%	48.0%	47.3%	46.5%
	Total	Count	1056	1825	319	3200
		% within Gender	33.0%	57.0%	10.0%	100.0%
		% within Aware of the existing law for protecting the Consumer	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.407(a)	2	.067
Likelihood Ratio	5.417	2	.067
Linear-by-Linear Association	3.736	1	.053
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 148.24.

Gender * Aware of consumer courts for redressal of grievances of the consumers

Crosstab

		Aware of consumer courts for redressal of grievances of the consumers			Total	
		Yes	No	No opinion		
Gender	Male	Count	882	690	141	1713
		% within Gender	51.5%	40.3%	8.2%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	55.8%	51.0%	53.2%	53.5%

	Female	Count	699	664	124	1487
		% within Gender	47.0%	44.7%	8.3%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	44.2%	49.0%	46.8%	46.5%
Total		Count	1581	1354	265	3200
		% within Gender	49.4%	42.3%	8.3%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.845(a)	2	.033
Likelihood Ratio	6.846	2	.033
Linear-by-Linear Association	4.110	1	.043
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 123.14.

Gender * If aware of consumer court, ever filled a case in the consumer court

Crosstab

			If aware of consumer court, ever filled a case in the consumer court			Total
			Yes	No	No opinion	
Gender	Male	Count	78	763	41	882
		% within Gender	8.8%	86.5%	4.6%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	74.3%	54.0%	65.1%	55.8%
Female		Count	27	650	22	699
		% within Gender	3.9%	93.0%	3.1%	100.0%

Total	% within If aware of consumer court, ever filled a case in the consumer court	25.7%	46.0%	34.9%	44.2%
	Count	105	1413	63	1581
	% within Gender	6.6%	89.4%	4.0%	100.0%
	% within If aware of consumer court, ever filled a case in the consumer court	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.606(a)	2	.000
Likelihood Ratio	19.488	2	.000
Linear-by-Linear Association	4.470	1	.034
N of Valid Cases	1581		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.85.

Gender * If files case, consumer court able to redress grievance

Crosstab

		If files case, consumer court able to redress grievance			Total	
		Yes	No	No opinion		
Gender	Male	Count	44	27	7	78
		% within Gender	56.4%	34.6%	9.0%	100.0%
		% within If files case, consumer court able to redress grievance	73.3%	87.1%	50.0%	74.3%
Female	Female	Count	16	4	7	27
		% within Gender	59.3%	14.8%	25.9%	100.0%
		% within If files case, consumer court able to	26.7%	12.9%	50.0%	25.7%

	redress grievance				
Total	Count	60	31	14	105
	% within Gender	57.1%	29.5%	13.3%	100.0%
	% within If files case, consumer court able to redress grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.015(a)	2	.030
Likelihood Ratio	6.870	2	.032
Linear-by-Linear Association	.770	1	.380
N of Valid Cases	105		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.60.

Marital Status * Buy branded food items and medicines

Crosstab

			Buy branded food items and medicines			
			Yes	No	No opinion	Total
Marital Status	Married	Count	1346	601	118	2065
		% within Marital Status	65.2%	29.1%	5.7%	100.0%
		% within Buy branded food items and medicines	63.3%	66.6%	69.4%	64.5%
Single	Single	Count	738	272	39	1049
		% within Marital Status	70.4%	25.9%	3.7%	100.0%
		% within Buy branded food items and medicines	34.7%	30.1%	22.9%	32.8%
Others	Others	Count	43	30	13	86
		% within Marital Status	50.0%	34.9%	15.1%	100.0%
		% within Buy branded food items and medicines	2.0%	3.3%	7.6%	2.7%
Total		Count	2127	903	170	3200
		% within	66.5%	28.2%	5.3%	100.0%

Marital Status % within Buy branded food items and medicines	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.488(a)	4	.000
Likelihood Ratio	27.079	4	.000
Linear-by-Linear Association	.473	1	.492
N of Valid Cases	3200		

a 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.57.

Marital Status * Examine the expiry date of the items

Crosstab

		Examine the expiry date of the items			Total	
		Yes	No	No opinion		
Marital Status	Married	Count	1492	514	59	2065
		% within Marital Status	72.3%	24.9%	2.9%	100.0%
		% within Examine the expiry date of the items	61.0%	76.8%	68.6%	64.5%
Single	Single	Count	902	134	13	1049
		% within Marital Status	86.0%	12.8%	1.2%	100.0%
		% within Examine the expiry date of the items	36.9%	20.0%	15.1%	32.8%
Others	Others	Count	51	21	14	86
		% within Marital Status	59.3%	24.4%	16.3%	100.0%
		% within Examine the expiry date of the items	2.1%	3.1%	16.3%	2.7%
Total	Total	Count	2445	669	86	3200
		% within Marital Status	76.4%	20.9%	2.7%	100.0%
		% within Examine the expiry date of the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	137.454(a)	4	.000
Likelihood Ratio	111.801	4	.000
Linear-by-Linear Association	17.234	1	.000
N of Valid Cases	3200		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 2.31.

Marital Status * Check the MRP before buying a product

Crosstab

			Check the MRP before buying a product			Total
			Yes	No	No opinion	
Marital Status	Married	Count	1506	469	90	2065
		% within Marital Status	72.9%	22.7%	4.4%	100.0%
		% within Check the MRP before buying a product	61.3%	76.3%	70.3%	64.5%
	Single	Count	902	129	18	1049
		% within Marital Status	86.0%	12.3%	1.7%	100.0%
		% within Check the MRP before buying a product	36.7%	21.0%	14.1%	32.8%
	Others	Count	49	17	20	86
		% within Marital Status	57.0%	19.8%	23.3%	100.0%
		% within Check the MRP before buying a product	2.0%	2.8%	15.6%	2.7%
Total	Count	2457	615	128	3200	
	% within Marital Status	76.8%	19.2%	4.0%	100.0%	
	% within Check the MRP before buying a product	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	153.295(a)	4	.000
Likelihood Ratio	117.821	4	.000
Linear-by-Linear Association	11.032	1	.001
N of Valid Cases	3200		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 3.44.

Marital Status * Charged the MRP or more than/less than the MRP

Crosstab

			Charged the MRP or more than/less than the MRP			Total
			Yes	No	No opinion	
Marital Status	Married	Count	520	1257	288	2065
		% within Marital Status	25.2%	60.9%	13.9%	100.0%
		% within Charged the MRP or more than/less than the MRP	69.1%	61.6%	70.8%	64.5%
	Single	Count	221	729	99	1049
		% within Marital Status	21.1%	69.5%	9.4%	100.0%
		% within Charged the MRP or more than/less than the MRP	29.3%	35.7%	24.3%	32.8%
	Others	Count	12	54	20	86
		% within Marital Status	14.0%	62.8%	23.3%	100.0%
		% within Charged the MRP or more than/less than the MRP	1.6%	2.6%	4.9%	2.7%
Total	Count	753	2040	407	3200	
	% within Marital Status	23.5%	63.8%	12.7%	100.0%	
	% within Charged the MRP or more than/less than the MRP	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
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Pearson Chi-Square	35.410(a)	4	.000
Likelihood Ratio	35.233	4	.000
Linear-by-Linear Association	2.081	1	.149
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.94.

Marital Status * Check the weight of the products mentioned on the items

Crosstab

			Check the weight of the products mentioned on the items			Total
			Yes	No	No opinion	
Marital Status	Married	Count	1039	950	76	2065
		% within Marital Status	50.3%	46.0%	3.7%	100.0%
		% within Check the weight of the products mentioned on the items	64.9%	64.7%	57.6%	64.5%
	Single	Count	534	472	43	1049
		% within Marital Status	50.9%	45.0%	4.1%	100.0%
		% within Check the weight of the products mentioned on the items	33.4%	32.2%	32.6%	32.8%
	Others	Count	27	46	13	86
		% within Marital Status	31.4%	53.5%	15.1%	100.0%
		% within Check the weight of the products mentioned on the items	1.7%	3.1%	9.8%	2.7%
Total	Count	1600	1468	132	3200	
	% within Marital Status	50.0%	45.9%	4.1%	100.0%	
	% within Check the weight of the products mentioned on the items	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.616(a)	4	.000
Likelihood Ratio	24.189	4	.000
Linear-by-Linear Association	5.515	1	.019
N of Valid Cases	3200		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 3.55.

Marital Status * Check the prices of goods buy from alternative sources

Crosstab

			Check the prices of goods buy from alternative sources			Total
			Yes	No	No opinion	
Marital Status	Married	Count	1157	828	80	2065
		% within Marital Status	56.0%	40.1%	3.9%	100.0%
		% within Check the prices of goods buy from alternative sources	63.2%	68.0%	52.6%	64.5%
	Single	Count	640	354	55	1049
		% within Marital Status	61.0%	33.7%	5.2%	100.0%
		% within Check the prices of goods buy from alternative sources	35.0%	29.1%	36.2%	32.8%
	Others	Count	34	35	17	86
		% within Marital Status	39.5%	40.7%	19.8%	100.0%
		% within Check the prices of goods buy from alternative sources	1.9%	2.9%	11.2%	2.7%
Total	Count	1831	1217	152	3200	
	% within Marital Status	57.2%	38.0%	4.8%	100.0%	
	% within Check the prices of goods buy from alternative sources	100.0%	100.0%	100.0%	100.0%	

sources				
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.092(a)	4	.000
Likelihood Ratio	42.801	4	.000
Linear-by-Linear Association	1.467	1	.226
N of Valid Cases	3200		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.09.

Marital Status * Ever come across adulteration in food items

Crosstab

			Ever come across adulteration in food items			Total
			Yes	No	No opinion	
Marital Status	Married	Count	1160	756	149	2065
		% within Marital Status	56.2%	36.6%	7.2%	100.0%
		% within Ever come across adulteration in food items	62.6%	69.7%	56.9%	64.5%
	Single	Count	663	295	91	1049
		% within Marital Status	63.2%	28.1%	8.7%	100.0%
		% within Ever come across adulteration in food items	35.8%	27.2%	34.7%	32.8%
	Others	Count	31	33	22	86
		% within Marital Status	36.0%	38.4%	25.6%	100.0%
		% within Ever come across adulteration in food items	1.7%	3.0%	8.4%	2.7%
Total	Count	1854	1084	262	3200	
	% within Marital Status	57.9%	33.9%	8.2%	100.0%	
	% within Ever come across adulteration in food items	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.031(a)	4	.000
Likelihood Ratio	53.034	4	.000
Linear-by-Linear Association	.793	1	.373
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.04.

Marital Status * Ever come across spurious medicines

Crosstab

			Ever come across spurious medicines			Total
			Yes	No	No opinion	
Marital Status	Married	Count	802	1053	210	2065
		% within Marital Status	38.8%	51.0%	10.2%	100.0%
		% within Ever come across spurious medicines	62.1%	67.8%	59.3%	64.5%
	Single	Count	462	466	121	1049
		% within Marital Status	44.0%	44.4%	11.5%	100.0%
		% within Ever come across spurious medicines	35.8%	30.0%	34.2%	32.8%
	Others	Count	28	35	23	86
		% within Marital Status	32.6%	40.7%	26.7%	100.0%
		% within Ever come across spurious medicines	2.2%	2.3%	6.5%	2.7%
Total	Count	1292	1554	354	3200	
	% within Marital Status	40.4%	48.6%	11.1%	100.0%	
	% within Ever come across spurious medicines	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.129(a)	4	.000
Likelihood Ratio	28.826	4	.000
Linear-by-Linear Association	.120	1	.729

N of Valid Cases	3200		
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a 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.51.

Marital Status * Complain if prices of goods is more

Crosstab

			Complain if prices of goods is more			Total
			Shop Keeper	Main Supplier	Authority	
Marital Status	Married	Count	1234	209	133	1576
		% within Marital Status	78.3%	13.3%	8.4%	100.0%
		% within Complain if prices of goods is more	63.0%	64.7%	61.3%	63.1%
	Single	Count	696	105	72	873
		% within Marital Status	79.7%	12.0%	8.2%	100.0%
		% within Complain if prices of goods is more	35.5%	32.5%	33.2%	34.9%
	Others	Count	29	9	12	50
		% within Marital Status	58.0%	18.0%	24.0%	100.0%
		% within Complain if prices of goods is more	1.5%	2.8%	5.5%	2.0%
Total	Count	1959	323	217	2499	
	% within Marital Status	78.4%	12.9%	8.7%	100.0%	
	% within Complain if prices of goods is more	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.338(a)	4	.001
Likelihood Ratio	14.084	4	.007
Linear-by-Linear Association	1.536	1	.215
N of Valid Cases	2499		

a 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.34.

Marital Status * Response to complaint

Crosstab

		Response to complaint			Total	
		Satisfactory	Not Satisfactory	No Response		
Marital Status	Married	Count	298	545	733	1576
		% within Marital Status	18.9%	34.6%	46.5%	100.0%
		% within Response to complaint	63.0%	60.4%	65.2%	63.1%
	Single	Count	167	337	369	873
		% within Marital Status	19.1%	38.6%	42.3%	100.0%
		% within Response to complaint	35.3%	37.4%	32.8%	34.9%
	Others	Count	8	20	22	50
		% within Marital Status	16.0%	40.0%	44.0%	100.0%
		% within Response to complaint	1.7%	2.2%	2.0%	2.0%
Total	Count	473	902	1124	2499	
	% within Marital Status	18.9%	36.1%	45.0%	100.0%	
	% within Response to complaint	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.237(a)	4	.264
Likelihood Ratio	5.243	4	.263
Linear-by-Linear Association	1.389	1	.239
N of Valid Cases	2499		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.46.

Marital Status * Aware of rights as consumers

Crosstab

		Aware of rights as consumers			Total	
		Yes	No	No opinion		
Marital Status	Married	Count	995	884	186	2065
		% within Marital Status	48.2%	42.8%	9.0%	100.0%
		% within Aware of rights as consumers	60.6%	68.6%	68.9%	64.5%

Total	Single	Count	611	373	65	1049
		% within Marital Status	58.2%	35.6%	6.2%	100.0%
		% within Aware of rights as consumers	37.2%	28.9%	24.1%	32.8%
	Others	Count	35	32	19	86
		% within Marital Status	40.7%	37.2%	22.1%	100.0%
		% within Aware of rights as consumers	2.1%	2.5%	7.0%	2.7%
	Total	Count	1641	1289	270	3200
		% within Marital Status	51.3%	40.3%	8.4%	100.0%
		% within Aware of rights as consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.996(a)	4	.000
Likelihood Ratio	45.687	4	.000
Linear-by-Linear Association	7.851	1	.005
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.26.

Marital Status * If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights

Crosstab

			If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights			Total
			Yes	No	No opinion	
Marital Status	Married	Count	1361	403	301	2065
		% within Marital Status	65.9%	19.5%	14.6%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer	63.2%	65.6%	69.5%	64.5%

		clubs to fight for rights				
Single	Count	752	192	105	1049	
	% within Marital Status	71.7%	18.3%	10.0%	100.0%	
	% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	34.9%	31.3%	24.2%	32.8%	
	Count	40	19	27	86	
	% within Marital Status	46.5%	22.1%	31.4%	100.0%	
	% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	1.9%	3.1%	6.2%	2.7%	
Total	Count	2153	614	433	3200	
	% within Marital Status	67.3%	19.2%	13.5%	100.0%	
	% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	100.0%	100.0%	100.0%	100.0%	
	Count	2153	614	433	3200	
	% within Marital Status	67.3%	19.2%	13.5%	100.0%	
	% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.606(a)	4	.000
Likelihood Ratio	37.572	4	.000
Linear-by-Linear Association	.580	1	.446
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.64.

Marital Status * Ready to join such forums for the redressal of grievance

Crosstab

			Ready to join such forums for the redressal of grievance			Total
			Yes	No	No opinion	
Marital Status	Married	Count	852	333	176	1361
		% within Marital Status	62.6%	24.5%	12.9%	100.0%
		% within Ready to join such forums for the redressal of grievance	59.7%	69.5%	71.3%	63.2%
	Single	Count	546	135	71	752
		% within Marital Status	72.6%	18.0%	9.4%	100.0%
		% within Ready to join such forums for the redressal of grievance	38.3%	28.2%	28.7%	34.9%
	Others	Count	29	11	0	40
		% within Marital Status	72.5%	27.5%	.0%	100.0%
		% within Ready to join such forums for the redressal of grievance	2.0%	2.3%	.0%	1.9%
Total	Count	1427	479	247	2153	
	% within Marital Status	66.3%	22.2%	11.5%	100.0%	
	% within Ready to join such forums for the redressal of grievance	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.119(a)	4	.000
Likelihood Ratio	32.006	4	.000
Linear-by-Linear Association	21.036	1	.000
N of Valid Cases	2153		

a 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.59.

Marital Status * Aware of legal remedy available for the redressal of grievances

Crosstab

			Aware of legal remedy available for the redressal of grievances			Total
			Yes	No	No opinion	
Marital Status	Married	Count	1021	859	185	2065
		% within Marital Status	49.4%	41.6%	9.0%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	58.9%	71.6%	69.0%	64.5%
	Single	Count	680	305	64	1049
		% within Marital Status	64.8%	29.1%	6.1%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	39.2%	25.4%	23.9%	32.8%
	Others	Count	32	35	19	86
		% within Marital Status	37.2%	40.7%	22.1%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	1.8%	2.9%	7.1%	2.7%
Total	Count	1733	1199	268	3200	
	% within Marital Status	54.2%	37.5%	8.4%	100.0%	
	% within Aware of legal remedy available for the redressal of grievances	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	91.074(a)	4	.000
Likelihood Ratio	86.513	4	.000
Linear-by-Linear Association	17.873	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.20.

Marital Status * Media can play an important role in increasing consumer awareness

Crosstab

			Media can play an important role in increasing consumer awareness			Total
			Yes	No	No opinion	
Marital Status	Married	Count	1157	606	302	2065
		% within Marital Status	56.0%	29.3%	14.6%	100.0%
		% within Media can play an important role in increasing consumer awareness	62.4%	65.9%	70.7%	64.5%
	Single	Count	660	286	103	1049
		% within Marital Status	62.9%	27.3%	9.8%	100.0%
		% within Media can play an important role in increasing consumer awareness	35.6%	31.1%	24.1%	32.8%
	Others	Count	37	27	22	86
		% within Marital Status	43.0%	31.4%	25.6%	100.0%
		% within Media can play an important role in increasing consumer awareness	2.0%	2.9%	5.2%	2.7%
Total	Count	1854	919	427	3200	
	% within Marital Status	57.9%	28.7%	13.3%	100.0%	
	% within Media can play an important role in increasing consumer awareness	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.319(a)	4	.000

Likelihood Ratio	31.395	4	.000
Linear-by-Linear Association	3.791	1	.052
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.48.

Marital Status * Watched some TV programmes about the product analysis and related matters for the guidance of the consumers

Crosstab

			Watched some TV programmes about the product analysis and related matters for the guidance of the consumers			Total
			Yes	No	No opinion	
Marital Status	Married	Count	935	888	242	2065
		% within Marital Status	45.3%	43.0%	11.7%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	63.5%	64.8%	67.8%	64.5%
Single	Single	Count	512	448	89	1049
		% within Marital Status	48.8%	42.7%	8.5%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	34.8%	32.7%	24.9%	32.8%
Others	Others	Count	25	35	26	86
		% within Marital Status	29.1%	40.7%	30.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters	1.7%	2.6%	7.3%	2.7%

	for the guidance of the consumers				
Total	Count	1472	1371	357	3200
	% within Marital Status	46.0%	42.8%	11.2%	100.0%
	% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.852(a)	4	.000
Likelihood Ratio	35.211	4	.000
Linear-by-Linear Association	.047	1	.828
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.59.

Marital Status * Aware of the existing law for protecting the Consumer

Crosstab

		Aware of the existing law for protecting the Consumer			Total
		Yes	No	No opinion	
Marital Status	Married	Count 596	1262	207	2065
		% within Marital Status 28.9%	61.1%	10.0%	100.0%
		% within Aware of the existing law for protecting the Consumer 56.4%	69.2%	64.9%	64.5%
Single		Count 441	517	91	1049
		% within Marital Status 42.0%	49.3%	8.7%	100.0%
		% within Aware of the existing law for protecting 41.8%	28.3%	28.5%	32.8%

		the Consumer				
Others	Count		19	46	21	86
	% within Marital Status		22.1%	53.5%	24.4%	100.0%
	% within Aware of the existing law for protecting the Consumer		1.8%	2.5%	6.6%	2.7%
Total	Count		1056	1825	319	3200
	% within Marital Status		33.0%	57.0%	10.0%	100.0%
	% within Aware of the existing law for protecting the Consumer		100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76.835(a)	4	.000
Likelihood Ratio	70.877	4	.000
Linear-by-Linear Association	12.017	1	.001
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.57.

Marital Status * Aware of consumer courts for redressal of grievances of the consumers

Crosstab

			Aware of consumer courts for redressal of grievances of the consumers			Total
			Yes	No	No opinion	
Marital Status	Married	Count	947	949	169	2065
		% within Marital Status	45.9%	46.0%	8.2%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	59.9%	70.1%	63.8%	64.5%
	Single	Count	604	373	72	1049
		% within Marital Status	57.6%	35.6%	6.9%	100.0%

		% within Aware of consumer courts for redressal of grievances of the consumers	38.2%	27.5%	27.2%	32.8%
	Others	Count	30	32	24	86
		% within Marital Status	34.9%	37.2%	27.9%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	1.9%	2.4%	9.1%	2.7%
Total		Count	1581	1354	265	3200
		% within Marital Status	49.4%	42.3%	8.3%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	83.999(a)	4	.000
Likelihood Ratio	69.048	4	.000
Linear-by-Linear Association	4.635	1	.031
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.12.

Marital Status * If aware of consumer court, ever filled a case in the consumer court

Crosstab

			If aware of consumer court, ever filled a case in the consumer court			Total
			Yes	No	No opinion	
Marital Status	Married	Count	57	856	34	947
		% within Marital Status	6.0%	90.4%	3.6%	100.0%
		% within If aware of consumer court, ever filled a case in	54.3%	60.6%	54.0%	59.9%

		the consumer court				
Single	Count	44	533	27	604	
	% within Marital Status	7.3%	88.2%	4.5%	100.0%	
Others	Count	4	24	2	30	
	% within Marital Status	13.3%	80.0%	6.7%	100.0%	
Total	Count	105	1413	63	1581	
	% within Marital Status	6.6%	89.4%	4.0%	100.0%	
		% within If aware of consumer court, ever filled a case in the consumer court				
		Count				
		% within Marital Status				
		% within If aware of consumer court, ever filled a case in the consumer court				
		Count				
		% within Marital Status				
		% within If aware of consumer court, ever filled a case in the consumer court				
		Count				
		% within Marital Status				
		% within If aware of consumer court, ever filled a case in the consumer court				
		Count				
		% within Marital Status				
		% within If aware of consumer court, ever filled a case in the consumer court				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.711(a)	4	.318
Likelihood Ratio	4.173	4	.383
Linear-by-Linear Association	.240	1	.624
N of Valid Cases	1581		

a 2 cells (22.2%) have expected count less than 5. The minimum expected count is 1.20.

Marital Status * If files case, consumer court able to redress grievance

Crosstab

		If files case, consumer court able to redress grievance			Total	
		Yes	No	No opinion		
Marital Status	Married	Count	34	15	8	57

	% within Marital Status	59.6%	26.3%	14.0%	100.0%
	% within If files case, consumer court able to redress grievance	56.7%	48.4%	57.1%	54.3%
Single	Count	22	16	6	44
	% within Marital Status	50.0%	36.4%	13.6%	100.0%
	% within If files case, consumer court able to redress grievance	36.7%	51.6%	42.9%	41.9%
Others	Count	4	0	0	4
	% within Marital Status	100.0%	.0%	.0%	100.0%
	% within If files case, consumer court able to redress grievance	6.7%	.0%	.0%	3.8%
Total	Count	60	31	14	105
	% within Marital Status	57.1%	29.5%	13.3%	100.0%
	% within If files case, consumer court able to redress grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.376(a)	4	.358
Likelihood Ratio	5.828	4	.212
Linear-by-Linear Association	.084	1	.772
N of Valid Cases	105		

a 3 cells (33.3%) have expected count less than 5. The minimum expected count is .53.

Educational Qualification * Buy branded food items and medicines

Crosstab

		Buy branded food items and medicines			Total
		Yes	No	No opinion	

Educational Qualification	Illiterate	Count	118	185	62	365
		% within Educational Qualification	32.3%	50.7%	17.0%	100.0%
		% within Buy branded food items and medicines	5.5%	20.5%	36.5%	11.4%
		Count	272	211	41	524
	Primary	% within Educational Qualification	51.9%	40.3%	7.8%	100.0%
		% within Buy branded food items and medicines	12.8%	23.4%	24.1%	16.4%
	High School	Count	275	148	11	434
		% within Educational Qualification	63.4%	34.1%	2.5%	100.0%
		% within Buy branded food items and medicines	12.9%	16.4%	6.5%	13.6%
		Count	346	124	15	485
	HSc	% within Educational Qualification	71.3%	25.6%	3.1%	100.0%
		% within Buy branded food items and medicines	16.3%	13.7%	8.8%	15.2%
	Graduate	Count	1116	235	41	1392
		% within Educational Qualification	80.2%	16.9%	2.9%	100.0%
		% within Buy branded food items and medicines	52.5%	26.0%	24.1%	43.5%
		Count	2127	903	170	3200
Total		% within Educational Qualification	66.5%	28.2%	5.3%	100.0%
		% within Buy branded food items and medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	409.911(a)	8	.000
Likelihood Ratio	388.267	8	.000
Linear-by-Linear	352.413	1	.000

Association
N of Valid Cases

3200

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.39.

Educational Qualification * Examine the expiry date of the items

Crosstab

		Examine the expiry date of the items			Total	
		Yes	No	No opinion		
Educational Qualification	Illiterate	Count	109	220	36	365
		% within Educational Qualification	29.9%	60.3%	9.9%	100.0%
		% within Examine the expiry date of the items	4.5%	32.9%	41.9%	11.4%
	Primary	Count	321	179	24	524
		% within Educational Qualification	61.3%	34.2%	4.6%	100.0%
		% within Examine the expiry date of the items	13.1%	26.8%	27.9%	16.4%
	High School	Count	339	84	11	434
		% within Educational Qualification	78.1%	19.4%	2.5%	100.0%
		% within Examine the expiry date of the items	13.9%	12.6%	12.8%	13.6%
	HSc	Count	412	69	4	485
		% within Educational Qualification	84.9%	14.2%	.8%	100.0%
		% within Examine the expiry date of the items	16.9%	10.3%	4.7%	15.2%
Graduate	Count	1264	117	11	1392	
	% within Educational Qualification	90.8%	8.4%	.8%	100.0%	
	% within Examine the expiry date of the items	51.7%	17.5%	12.8%	43.5%	
Total	Count	2445	669	86	3200	
	% within Educational Qualification	76.4%	20.9%	2.7%	100.0%	

% within Examine the expiry date of the items	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	693.156(a)	8	.000
Likelihood Ratio	636.007	8	.000
Linear-by-Linear Association	579.700	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.81.

Educational Qualification * Check the MRP before buying a product

Crosstab

			Check the MRP before buying a product			Total
			Yes	No	No opinion	
Educational Qualification	Illiterate	Count	129	186	50	365
		% within Educational Qualification	35.3%	51.0%	13.7%	100.0%
		% within Check the MRP before buying a product	5.3%	30.2%	39.1%	11.4%
	Primary	Count	349	150	25	524
		% within Educational Qualification	66.6%	28.6%	4.8%	100.0%
		% within Check the MRP before buying a product	14.2%	24.4%	19.5%	16.4%
	High School	Count	337	81	16	434
		% within Educational Qualification	77.6%	18.7%	3.7%	100.0%
		% within Check the MRP before buying a product	13.7%	13.2%	12.5%	13.6%
	HSc	Count	402	74	9	485
		% within Educational Qualification	82.9%	15.3%	1.9%	100.0%
		% within Check the MRP before buying a product	16.4%	12.0%	7.0%	15.2%
Graduate	Count	1240	124	28	1392	
	% within Educational Qualification	89.1%	8.9%	2.0%	100.0%	

		Qualification			
Total	% within Check the MRP before buying a product	50.5%	20.2%	21.9%	43.5%
	Count	2457	615	128	3200
	% within Educational Qualification	76.8%	19.2%	4.0%	100.0%
	% within Check the MRP before buying a product	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	521.064(a)	8	.000
Likelihood Ratio	467.795	8	.000
Linear-by-Linear Association	400.578	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.60.

Educational Qualification * Charged the MRP or more than/less than the MRP

Crosstab

		Charged the MRP or more than/less than the MRP			Total	
		Yes	No	No opinion		
Educational Qualification	Illiterate	Count	63	198	104	365
		% within Educational Qualification	17.3%	54.2%	28.5%	100.0%
		% within Charged the MRP or more than/less than the MRP	8.4%	9.7%	25.6%	11.4%
	Primary	Count	117	311	96	524
		% within Educational Qualification	22.3%	59.4%	18.3%	100.0%
		% within Charged the MRP or more than/less than the MRP	15.5%	15.2%	23.6%	16.4%
	High School	Count	112	280	42	434
		% within Educational Qualification	25.8%	64.5%	9.7%	100.0%

		% within Charged the MRP or more than/less than the MRP	14.9%	13.7%	10.3%	13.6%
	HSc	Count	100	333	52	485
		% within Educational Qualification	20.6%	68.7%	10.7%	100.0%
		% within Charged the MRP or more than/less than the MRP	13.3%	16.3%	12.8%	15.2%
	Graduate	Count	361	918	113	1392
		% within Educational Qualification	25.9%	65.9%	8.1%	100.0%
		% within Charged the MRP or more than/less than the MRP	47.9%	45.0%	27.8%	43.5%
Total		Count	753	2040	407	3200
		% within Educational Qualification	23.5%	63.8%	12.7%	100.0%
		% within Charged the MRP or more than/less than the MRP	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	134.414(a)	8	.000
Likelihood Ratio	118.703	8	.000
Linear-by-Linear Association	63.100	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 46.42.

Educational Qualification * Check the weight of the products mentioned on the items

Crosstab

			Check the weight of the products mentioned on the items			Total
			Yes	No	No opinion	
Educational Qualification	Illiterate	Count	144	192	29	365
		% within Educational	39.5%	52.6%	7.9%	100.0%

	Qualification				
	% within Check the weight of the products mentioned on the items	9.0%	13.1%	22.0%	11.4%
Primary	Count	227	272	25	524
	% within Educational Qualification	43.3%	51.9%	4.8%	100.0%
	% within Check the weight of the products mentioned on the items	14.2%	18.5%	18.9%	16.4%
High School	Count	233	183	18	434
	% within Educational Qualification	53.7%	42.2%	4.1%	100.0%
	% within Check the weight of the products mentioned on the items	14.6%	12.5%	13.6%	13.6%
HSc	Count	256	209	20	485
	% within Educational Qualification	52.8%	43.1%	4.1%	100.0%
	% within Check the weight of the products mentioned on the items	16.0%	14.2%	15.2%	15.2%
Graduate	Count	740	612	40	1392
	% within Educational Qualification	53.2%	44.0%	2.9%	100.0%
	% within Check the weight of the products mentioned on the items	46.3%	41.7%	30.3%	43.5%
Total	Count	1600	1468	132	3200
	% within Educational Qualification	50.0%	45.9%	4.1%	100.0%
	% within Check the weight of the products mentioned on the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
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Pearson Chi-Square	47.225(a)	8	.000
Likelihood Ratio	45.551	8	.000
Linear-by-Linear Association	34.911	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.06.

Educational Qualification * Check the prices of goods buy from alternative sources

Crosstab

		Check the prices of goods buy from alternative sources			Total	
		Yes	No	No opinion		
Educational Qualification	Illiterate	Count	138	197	30	365
		% within Educational Qualification	37.8%	54.0%	8.2%	100.0%
		% within Check the prices of goods buy from alternative sources	7.5%	16.2%	19.7%	11.4%
	Primary	Count	264	239	21	524
		% within Educational Qualification	50.4%	45.6%	4.0%	100.0%
		% within Check the prices of goods buy from alternative sources	14.4%	19.6%	13.8%	16.4%
	High School	Count	236	172	26	434
		% within Educational Qualification	54.4%	39.6%	6.0%	100.0%
		% within Check the prices of goods buy from alternative sources	12.9%	14.1%	17.1%	13.6%
	HSc	Count	304	165	16	485
		% within Educational Qualification	62.7%	34.0%	3.3%	100.0%
		% within Check the prices of goods buy from alternative sources	16.6%	13.6%	10.5%	15.2%
Graduate	Count	889	444	59	1392	
	% within Educational Qualification	63.9%	31.9%	4.2%	100.0%	

Total	% within Check the prices of goods buy from alternative sources	48.6%	36.5%	38.8%	43.5%
	Count	1831	1217	152	3200
	% within Educational Qualification	57.2%	38.0%	4.8%	100.0%
	% within Check the prices of goods buy from alternative sources	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	104.804(a)	8	.000
Likelihood Ratio	103.933	8	.000
Linear-by-Linear Association	79.949	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.34.

Educational Qualification * Ever come across adulteration in food items

Crosstab

			Ever come across adulteration in food items			Total
			Yes	No	No opinion	
Educational Qualification	Illiterate	Count	136	194	35	365
		% within Educational Qualification	37.3%	53.2%	9.6%	100.0%
		% within Ever come across adulteration in food items	7.3%	17.9%	13.4%	11.4%
	Primary	Count	243	241	40	524
		% within Educational Qualification	46.4%	46.0%	7.6%	100.0%
		% within Ever come across adulteration in food items	13.1%	22.2%	15.3%	16.4%
High School	Count	229	167	38	434	
	% within Educational Qualification	52.8%	38.5%	8.8%	100.0%	

		% within Ever come across adulteration in food items	12.4%	15.4%	14.5%	13.6%
	HSc	Count	305	152	28	485
		% within Educational Qualification	62.9%	31.3%	5.8%	100.0%
		% within Ever come across adulteration in food items	16.5%	14.0%	10.7%	15.2%
	Graduate	Count	941	330	121	1392
		% within Educational Qualification	67.6%	23.7%	8.7%	100.0%
		% within Ever come across adulteration in food items	50.8%	30.4%	46.2%	43.5%
Total		Count	1854	1084	262	3200
		% within Educational Qualification	57.9%	33.9%	8.2%	100.0%
		% within Ever come across adulteration in food items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	179.515(a)	8	.000
Likelihood Ratio	180.212	8	.000
Linear-by-Linear Association	92.686	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.88.

Educational Qualification * Ever come across spurious medicines

Crosstab

			Ever come across spurious medicines			Total
			Yes	No	No opinion	
Educational Qualification	Illiterate	Count	97	224	44	365
		% within Educational Qualification	26.6%	61.4%	12.1%	100.0%
		% within Ever come across spurious	7.5%	14.4%	12.4%	11.4%

		medicines				
Total	Primary	Count	148	321	55	524
		% within Educational Qualification	28.2%	61.3%	10.5%	100.0%
		% within Ever come across spurious medicines	11.5%	20.7%	15.5%	16.4%
	High School	Count	147	231	56	434
		% within Educational Qualification	33.9%	53.2%	12.9%	100.0%
		% within Ever come across spurious medicines	11.4%	14.9%	15.8%	13.6%
	HSc	Count	206	235	44	485
		% within Educational Qualification	42.5%	48.5%	9.1%	100.0%
		% within Ever come across spurious medicines	15.9%	15.1%	12.4%	15.2%
	Graduate	Count	694	543	155	1392
		% within Educational Qualification	49.9%	39.0%	11.1%	100.0%
		% within Ever come across spurious medicines	53.7%	34.9%	43.8%	43.5%
Total	Count	1292	1554	354	3200	
	% within Educational Qualification	40.4%	48.6%	11.1%	100.0%	
	% within Ever come across spurious medicines	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	133.765(a)	8	.000
Likelihood Ratio	136.081	8	.000
Linear-by-Linear Association	69.919	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 40.38.

Educational Qualification * Complain if prices of goods is more

Crosstab

		Complain if prices of goods is more			Total	
		Shop Keeper	Main Supplier	Authority		
Educational Qualification	Illiterate	Count	175	30	16	221
		% within Educational Qualification	79.2%	13.6%	7.2%	100.0%
		% within Complain if prices of goods is more	8.9%	9.3%	7.4%	8.8%
	Primary	Count	289	54	21	364
		% within Educational Qualification	79.4%	14.8%	5.8%	100.0%
		% within Complain if prices of goods is more	14.8%	16.7%	9.7%	14.6%
	High School	Count	262	40	26	328
		% within Educational Qualification	79.9%	12.2%	7.9%	100.0%
		% within Complain if prices of goods is more	13.4%	12.4%	12.0%	13.1%
	HSc	Count	316	47	44	407
		% within Educational Qualification	77.6%	11.5%	10.8%	100.0%
		% within Complain if prices of goods is more	16.1%	14.6%	20.3%	16.3%
Graduate	Count	917	152	110	1179	
	% within Educational Qualification	77.8%	12.9%	9.3%	100.0%	
	% within Complain if prices of goods is more	46.8%	47.1%	50.7%	47.2%	
Total	Count	1959	323	217	2499	
	% within Educational Qualification	78.4%	12.9%	8.7%	100.0%	
	% within Complain if prices of goods is more	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.071(a)	8	.336
Likelihood Ratio	9.400	8	.310
Linear-by-Linear Association	2.310	1	.129
N of Valid Cases	2499		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.19.

Educational Qualification * Response to complaint

Crosstab

			Response to complaint			Total
			Satisfactory	Not Satisfactory	No Response	
Educational Qualification	Illiterate	Count	34	85	102	221
		% within Educational Qualification	15.4%	38.5%	46.2%	100.0%
		% within Response to complaint	7.2%	9.4%	9.1%	8.8%
	Primary	Count	77	102	185	364
		% within Educational Qualification	21.2%	28.0%	50.8%	100.0%
		% within Response to complaint	16.3%	11.3%	16.5%	14.6%
	High School	Count	56	115	157	328
		% within Educational Qualification	17.1%	35.1%	47.9%	100.0%
		% within Response to complaint	11.8%	12.7%	14.0%	13.1%
	HSc	Count	94	172	141	407
		% within Educational Qualification	23.1%	42.3%	34.6%	100.0%
		% within Response to complaint	19.9%	19.1%	12.5%	16.3%
Graduate	Count	212	428	539	1179	
	% within Educational Qualification	18.0%	36.3%	45.7%	100.0%	
	% within Response to complaint	44.8%	47.5%	48.0%	47.2%	
Total	Count	473	902	1124	2499	
	% within Educational	18.9%	36.1%	45.0%	100.0%	

Qualification				
% within Response to complaint	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.870(a)	8	.000
Likelihood Ratio	32.753	8	.000
Linear-by-Linear Association	1.029	1	.310
N of Valid Cases	2499		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 41.83.

Educational Qualification * Aware of rights as consumers

Crosstab

		Aware of rights as consumers			Total	
		Yes	No	No opinion		
Educational Qualification	Illiterate	Count	85	228	52	365
		% within Educational Qualification	23.3%	62.5%	14.2%	100.0%
		% within Aware of rights as consumers	5.2%	17.7%	19.3%	11.4%
	Primary	Count	177	293	54	524
		% within Educational Qualification	33.8%	55.9%	10.3%	100.0%
		% within Aware of rights as consumers	10.8%	22.7%	20.0%	16.4%
	High School	Count	189	200	45	434
		% within Educational Qualification	43.5%	46.1%	10.4%	100.0%
		% within Aware of rights as consumers	11.5%	15.5%	16.7%	13.6%
	HSc	Count	254	189	42	485
		% within Educational Qualification	52.4%	39.0%	8.7%	100.0%
		% within Aware of rights as consumers	15.5%	14.7%	15.6%	15.2%
Graduate	Count	936	379	77	1392	
	% within Educational	67.2%	27.2%	5.5%	100.0%	

		Qualification				
Total	% within Aware of rights as consumers	Count	57.0%	29.4%	28.5%	43.5%
		Count	1641	1289	270	3200
	% within Educational Qualification		51.3%	40.3%	8.4%	100.0%
	% within Aware of rights as consumers		100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	333.156(a)	8	.000
Likelihood Ratio	342.603	8	.000
Linear-by-Linear Association	275.088	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.80.

Educational Qualification * If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights

Crosstab

			If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights			Total
			Yes	No	No opinion	
Educational Qualification	Illiterate	Count	178	101	86	365
		% within Educational Qualification	48.8%	27.7%	23.6%	100.0%
	Primary	% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	8.3%	16.4%	19.9%	11.4%
		Count	308	112	104	524
		% within Educational Qualification	58.8%	21.4%	19.8%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some	14.3%	18.2%	24.0%	16.4%

		consumer clubs to fight for rights				
Total	High School	Count	290	90	54	434
		% within Educational Qualification	66.8%	20.7%	12.4%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	13.5%	14.7%	12.5%	13.6%
	HSc	Count	333	91	61	485
		% within Educational Qualification	68.7%	18.8%	12.6%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	15.5%	14.8%	14.1%	15.2%
	Graduate	Count	1044	220	128	1392
		% within Educational Qualification	75.0%	15.8%	9.2%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	48.5%	35.8%	29.6%	43.5%
Total	Count	2153	614	433	3200	
	% within Educational Qualification	67.3%	19.2%	13.5%	100.0%	
	% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	123.225(a)	8	.000
Likelihood Ratio	119.398	8	.000
Linear-by-Linear	113.963	1	.000

Association
N of Valid Cases

3200

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 49.39.

Educational Qualification * Ready to join such forums for the redressal of grievance

Crosstab

			Ready to join such forums for the redressal of grievance			Total
			Yes	No	No opinion	
Educational Qualification	Illiterate	Count	114	44	20	178
		% within Educational Qualification	64.0%	24.7%	11.2%	100.0%
		% within Ready to join such forums for the redressal of grievance	8.0%	9.2%	8.1%	8.3%
	Primary	Count	174	92	42	308
		% within Educational Qualification	56.5%	29.9%	13.6%	100.0%
		% within Ready to join such forums for the redressal of grievance	12.2%	19.2%	17.0%	14.3%
	High School	Count	195	61	34	290
		% within Educational Qualification	67.2%	21.0%	11.7%	100.0%
		% within Ready to join such forums for the redressal of grievance	13.7%	12.7%	13.8%	13.5%
	HSc	Count	223	75	35	333
		% within Educational Qualification	67.0%	22.5%	10.5%	100.0%
		% within Ready to join such forums for the redressal of grievance	15.6%	15.7%	14.2%	15.5%
Graduate	Count	721	207	116	1044	
	% within Educational Qualification	69.1%	19.8%	11.1%	100.0%	
	% within Ready to join such forums for the redressal of grievance	50.5%	43.2%	47.0%	48.5%	

		grievance			
Total	Count	1427	479	247	2153
	% within Educational Qualification	66.3%	22.2%	11.5%	100.0%
	% within Ready to join such forums for the redressal of grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.020(a)	8	.015
Likelihood Ratio	18.483	8	.018
Linear-by-Linear Association	6.770	1	.009
N of Valid Cases	2153		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.42.

Educational Qualification * Aware of legal remedy available for the redressal of grievances

Crosstab

		Aware of legal remedy available for the redressal of grievances			Total	
		Yes	No	No opinion		
Educational Qualification	Illiterate	Count	90	231	44	365
		% within Educational Qualification	24.7%	63.3%	12.1%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	5.2%	19.3%	16.4%	11.4%
	Primary	Count	190	283	51	524
		% within Educational Qualification	36.3%	54.0%	9.7%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	11.0%	23.6%	19.0%	16.4%
	High School	Count	215	170	49	434
		% within Educational Qualification	49.5%	39.2%	11.3%	100.0%

		% within Aware of legal remedy available for the redressal of grievances	12.4%	14.2%	18.3%	13.6%
	HSc	Count	269	173	43	485
		% within Educational Qualification	55.5%	35.7%	8.9%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	15.5%	14.4%	16.0%	15.2%
	Graduate	Count	969	342	81	1392
		% within Educational Qualification	69.6%	24.6%	5.8%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	55.9%	28.5%	30.2%	43.5%
Total		Count	1733	1199	268	3200
		% within Educational Qualification	54.2%	37.5%	8.4%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	341.125(a)	8	.000
Likelihood Ratio	348.103	8	.000
Linear-by-Linear Association	255.801	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.57.

Educational Qualification * Media can play an important role in increasing consumer awareness

Crosstab

		Media can play an important role in increasing consumer awareness			Total	
		Yes	No	No opinion		
Educational Qualification	Illiterate	Count	131	159	75	365
		% within Educational	35.9%	43.6%	20.5%	100.0%

	Qualification				
	% within Media can play an important role in increasing consumer awareness	7.1%	17.3%	17.6%	11.4%
Primary	Count	247	198	79	524
	% within Educational Qualification	47.1%	37.8%	15.1%	100.0%
	% within Media can play an important role in increasing consumer awareness	13.3%	21.5%	18.5%	16.4%
High School	Count	236	124	74	434
	% within Educational Qualification	54.4%	28.6%	17.1%	100.0%
	% within Media can play an important role in increasing consumer awareness	12.7%	13.5%	17.3%	13.6%
HSc	Count	279	131	75	485
	% within Educational Qualification	57.5%	27.0%	15.5%	100.0%
	% within Media can play an important role in increasing consumer awareness	15.0%	14.3%	17.6%	15.2%
Graduate	Count	961	307	124	1392
	% within Educational Qualification	69.0%	22.1%	8.9%	100.0%
	% within Media can play an important role in increasing consumer awareness	51.8%	33.4%	29.0%	43.5%
Total	Count	1854	919	427	3200
	% within Educational Qualification	57.9%	28.7%	13.3%	100.0%
	% within Media can play an important role in increasing consumer awareness	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	178.765(a)	8	.000
Likelihood Ratio	179.524	8	.000
Linear-by-Linear Association	140.594	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 48.70.

Educational Qualification * Watched some TV programmes about the product analysis and related matters for the guidance of the consumers

Crosstab

		Watched some TV programmes about the product analysis and related matters for the guidance of the consumers			Total	
		Yes	No	No opinion		
Educational Qualification	Illiterate	Count	85	201	79	365
		% within Educational Qualification	23.3%	55.1%	21.6%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	5.8%	14.7%	22.1%	11.4%
	Primary	Count	196	251	77	524
		% within Educational Qualification	37.4%	47.9%	14.7%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	13.3%	18.3%	21.6%	16.4%
	High School	Count	198	183	53	434
		% within Educational Qualification	45.6%	42.2%	12.2%	100.0%

	HSc	% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	13.5%	13.3%	14.8%	13.6%
		Count	222	214	49	485
	Graduate	% within Educational Qualification	45.8%	44.1%	10.1%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	15.1%	15.6%	13.7%	15.2%
Total		Count	771	522	99	1392
		% within Educational Qualification	55.4%	37.5%	7.1%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	52.4%	38.1%	27.7%	43.5%
		Count	1472	1371	357	3200
		% within Educational Qualification	46.0%	42.8%	11.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	164.595(a)	8	.000
Likelihood Ratio	166.574	8	.000
Linear-by-Linear Association	153.467	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 40.72.

Educational Qualification * Aware of the existing law for protecting the Consumer

Crosstab

		Aware of the existing law for protecting the Consumer			Total	
		Yes	No	No opinion		
Educational Qualification	Illiterate	Count	46	280	39	365
		% within Educational Qualification	12.6%	76.7%	10.7%	100.0%
		% within Aware of the existing law for protecting the Consumer	4.4%	15.3%	12.2%	11.4%
	Primary	Count	104	364	56	524
		% within Educational Qualification	19.8%	69.5%	10.7%	100.0%
		% within Aware of the existing law for protecting the Consumer	9.8%	19.9%	17.6%	16.4%
	High School	Count	128	257	49	434
		% within Educational Qualification	29.5%	59.2%	11.3%	100.0%
		% within Aware of the existing law for protecting the Consumer	12.1%	14.1%	15.4%	13.6%
	HSc	Count	161	273	51	485
		% within Educational Qualification	33.2%	56.3%	10.5%	100.0%
		% within Aware of the existing law for protecting the Consumer	15.2%	15.0%	16.0%	15.2%
Graduate	Count	617	651	124	1392	
	% within Educational Qualification	44.3%	46.8%	8.9%	100.0%	
	% within Aware of the existing law for protecting the Consumer	58.4%	35.7%	38.9%	43.5%	
Total	Count	1056	1825	319	3200	
	% within Educational Qualification	33.0%	57.0%	10.0%	100.0%	
	% within Aware of the existing law for protecting the Consumer	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	197.263(a)	8	.000
Likelihood Ratio	209.291	8	.000
Linear-by-Linear Association	127.377	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 36.39.

Educational Qualification * Aware of consumer courts for redressal of grievances of the consumers

Crosstab

		Aware of consumer courts for redressal of grievances of the consumers			Total	
		Yes	No	No opinion		
Educational Qualification	Illiterate	Count	65	253	47	365
		% within Educational Qualification	17.8%	69.3%	12.9%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	4.1%	18.7%	17.7%	11.4%
		Count	160	321	43	524
	Primary	% within Educational Qualification	30.5%	61.3%	8.2%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	10.1%	23.7%	16.2%	16.4%
		Count	196	190	48	434
		% within Educational Qualification	45.2%	43.8%	11.1%	100.0%
	High School	% within Aware of consumer courts for redressal of grievances of the consumers	12.4%	14.0%	18.1%	13.6%
		Count	255	192	38	485
		% within Educational Qualification	52.6%	39.6%	7.8%	100.0%
		HSc				

		% within Aware of consumer courts for redressal of grievances of the consumers	16.1%	14.2%	14.3%	15.2%
	Graduate	Count	905	398	89	1392
		% within Educational Qualification	65.0%	28.6%	6.4%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	57.2%	29.4%	33.6%	43.5%
Total		Count	1581	1354	265	3200
		% within Educational Qualification	49.4%	42.3%	8.3%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	372.564(a)	8	.000
Likelihood Ratio	387.698	8	.000
Linear-by-Linear Association	272.502	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.23.

Educational Qualification * If aware of consumer court, ever filled a case in the consumer court

Crosstab

			If aware of consumer court, ever filled a case in the consumer court			Total
			Yes	No	No opinion	
Educational Qualification	Illiterate	Count	2	60	3	65
		% within Educational Qualification	3.1%	92.3%	4.6%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer	1.9%	4.2%	4.8%	4.1%

		court				
	Primary	Count	9	142	9	160
		% within Educational Qualification	5.6%	88.8%	5.6%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	8.6%	10.0%	14.3%	10.1%
	High School	Count	10	179	7	196
		% within Educational Qualification	5.1%	91.3%	3.6%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	9.5%	12.7%	11.1%	12.4%
	HSc	Count	13	235	7	255
		% within Educational Qualification	5.1%	92.2%	2.7%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	12.4%	16.6%	11.1%	16.1%
	Graduate	Count	71	797	37	905
		% within Educational Qualification	7.8%	88.1%	4.1%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	67.6%	56.4%	58.7%	57.2%
Total		Count	105	1413	63	1581
		% within Educational Qualification	6.6%	89.4%	4.0%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.866(a)	8	.447
Likelihood Ratio	8.219	8	.412
Linear-by-Linear Association	3.422	1	.064
N of Valid Cases	1581		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.59.

Educational Qualification * If files case, consumer court able to redress grievance

Crosstab

			If files case, consumer court able to redress grievance			Total
			Yes	No	No opinion	
Educational Qualification	Illiterate	Count	1	0	1	2
		% within Educational Qualification	50.0%	.0%	50.0%	100.0%
		% within If files case, consumer court able to redress grievance	1.7%	.0%	7.1%	1.9%
	Primary	Count	3	2	4	9
		% within Educational Qualification	33.3%	22.2%	44.4%	100.0%
		% within If files case, consumer court able to redress grievance	5.0%	6.5%	28.6%	8.6%
	High School	Count	4	4	2	10
		% within Educational Qualification	40.0%	40.0%	20.0%	100.0%
		% within If files case, consumer court able to redress grievance	6.7%	12.9%	14.3%	9.5%
	HSc	Count	8	4	1	13
		% within Educational Qualification	61.5%	30.8%	7.7%	100.0%
		% within If files case, consumer court able to redress grievance	13.3%	12.9%	7.1%	12.4%
Graduate	Count	44	21	6	71	
	% within Educational	62.0%	29.6%	8.5%	100.0%	

		Qualification				
Total	% within If files case, consumer court able to redress grievance		73.3%	67.7%	42.9%	67.6%
	Count	60	31	14	105	
	% within Educational Qualification		57.1%	29.5%	13.3%	100.0%
	% within If files case, consumer court able to redress grievance		100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.353(a)	8	.100
Likelihood Ratio	10.995	8	.202
Linear-by-Linear Association	7.519	1	.006
N of Valid Cases	105		

a 9 cells (60.0%) have expected count less than 5. The minimum expected count is .27.

Locality * Buy branded food items and medicines

Crosstab

			Buy branded food items and medicines			Total
			Yes	No	No opinion	
Locality	Rural	Count	831	535	110	1476
		% within Locality	56.3%	36.2%	7.5%	100.0%
	Urban	Count	1296	368	60	1724
		% within Locality	75.2%	21.3%	3.5%	100.0%
Total	Count	2127	903	170	3200	
	% within Locality	66.5%	28.2%	5.3%	100.0%	

% within Buy branded food items and medicines	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	128.802(a)	2	.000
Likelihood Ratio	129.233	2	.000
Linear-by-Linear Association	120.678	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 78.41.

Locality * Examine the expiry date of the items

Crosstab

			Examine the expiry date of the items			Total
			Yes	No	No opinion	
Locality	Rural	Count	1009	405	62	1476
		% within Locality	68.4%	27.4%	4.2%	100.0%
		% within Examine the expiry date of the items	41.3%	60.5%	72.1%	46.1%
Urban	Urban	Count	1436	264	24	1724
		% within Locality	83.3%	15.3%	1.4%	100.0%
		% within Examine the expiry date of the items	58.7%	39.5%	27.9%	53.9%
Total	Total	Count	2445	669	86	3200
		% within Locality	76.4%	20.9%	2.7%	100.0%
		% within Examine the expiry date of the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	102.476(a)	2	.000
Likelihood Ratio	103.043	2	.000
Linear-by-Linear Association	101.115	1	.000

N of Valid Cases	3200		
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a 0 cells (.0%) have expected count less than 5. The minimum expected count is 39.67.

Locality * Check the MRP before buying a product

Crosstab

			Check the MRP before buying a product			Total
			Yes	No	No opinion	
Locality	Rural	Count	1048	343	85	1476
		% within Locality	71.0%	23.2%	5.8%	100.0%
		% within Check the MRP before buying a product	42.7%	55.8%	66.4%	46.1%
	Urban	Count	1409	272	43	1724
		% within Locality	81.7%	15.8%	2.5%	100.0%
		% within Check the MRP before buying a product	57.3%	44.2%	33.6%	53.9%
Total	Count	2457	615	128	3200	
	% within Locality	76.8%	19.2%	4.0%	100.0%	
	% within Check the MRP before buying a product	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.136(a)	2	.000
Likelihood Ratio	56.249	2	.000
Linear-by-Linear Association	55.950	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 59.04.

Locality * Charged the MRP or more than/less than the MRP

Crosstab

		Charged the MRP or more than/less than the MRP	Total

			Yes	No	No opinion	
Locality	Rural	Count	335	915	226	1476
		% within Locality	22.7%	62.0%	15.3%	100.0%
		% within Charged the MRP or more than/less than the MRP	44.5%	44.9%	55.5%	46.1%
	Urban	Count	418	1125	181	1724
		% within Locality	24.2%	65.3%	10.5%	100.0%
		% within Charged the MRP or more than/less than the MRP	55.5%	55.1%	44.5%	53.9%
Total		Count	753	2040	407	3200
		% within Locality	23.5%	63.8%	12.7%	100.0%
		% within Charged the MRP or more than/less than the MRP	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.622(a)	2	.000
Likelihood Ratio	16.570	2	.000
Linear-by-Linear Association	9.173	1	.002
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 187.73.

Locality * Check the weight of the products mentioned on the items

Crosstab

			Check the weight of the products mentioned on the items			Total
			Yes	No	No opinion	
Locality	Rural	Count	782	631	63	1476
		% within Locality	53.0%	42.8%	4.3%	100.0%
		% within Check the weight of the products mentioned on the items	48.9%	43.0%	47.7%	46.1%

Total	Urban	Count	818	837	69	1724
		% within Locality	47.4%	48.5%	4.0%	100.0%
		% within Check the weight of the products mentioned on the items	51.1%	57.0%	52.3%	53.9%
		Count	1600	1468	132	3200
		% within Locality	50.0%	45.9%	4.1%	100.0%
		% within Check the weight of the products mentioned on the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.835(a)	2	.004
Likelihood Ratio	10.847	2	.004
Linear-by-Linear Association	6.667	1	.010
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 60.89.

Locality * Check the prices of goods buy from alternative sources

Crosstab

		Check the prices of goods buy from alternative sources			Total	
		Yes	No	No opinion		
Locality	Rural	Count	832	568	76	1476
		% within Locality	56.4%	38.5%	5.1%	100.0%
		% within Check the prices of goods buy from alternative sources	45.4%	46.7%	50.0%	46.1%
Urban		Count	999	649	76	1724
		% within Locality	57.9%	37.6%	4.4%	100.0%
		% within Check the prices of goods buy	54.6%	53.3%	50.0%	53.9%

Total	from alternative sources Count	1831	1217	152	3200
	% within Locality	57.2%	38.0%	4.8%	100.0%
	% within Check the prices of goods buy from alternative sources	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.411(a)	2	.494
Likelihood Ratio	1.409	2	.494
Linear-by-Linear Association	1.241	1	.265
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 70.11.

Locality * Ever come across adulteration in food items

Crosstab

		Ever come across adulteration in food items			Total	
		Yes	No	No opinion		
Locality	Rural	Count	818	553	105	1476
		% within Locality	55.4%	37.5%	7.1%	100.0%
		% within Ever come across adulteration in food items	44.1%	51.0%	40.1%	46.1%
Urban	Urban	Count	1036	531	157	1724
		% within Locality	60.1%	30.8%	9.1%	100.0%
		% within Ever come across adulteration in food items	55.9%	49.0%	59.9%	53.9%
Total	Total	Count	1854	1084	262	3200
		% within Locality	57.9%	33.9%	8.2%	100.0%
		% within Ever come across	100.0%	100.0%	100.0%	100.0%

adulteration in food items				
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.284(a)	2	.000
Likelihood Ratio	17.289	2	.000
Linear-by-Linear Association	1.380	1	.240
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 120.85.

Locality * Ever come across spurious medicines

Crosstab

		Ever come across spurious medicines			Total	
		Yes	No	No opinion		
Locality	Rural	Count	547	786	143	1476
		% within Locality	37.1%	53.3%	9.7%	100.0%
		% within Ever come across spurious medicines	42.3%	50.6%	40.4%	46.1%
	Urban	Count	745	768	211	1724
		% within Locality	43.2%	44.5%	12.2%	100.0%
		% within Ever come across spurious medicines	57.7%	49.4%	59.6%	53.9%
Total		Count	1292	1554	354	3200
		% within Locality	40.4%	48.6%	11.1%	100.0%
		% within Ever come across spurious medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.542(a)	2	.000
Likelihood Ratio	24.576	2	.000

Linear-by-Linear Association	2.409	1	.121
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 163.28.

Locality * Complain if prices of goods is more

Crosstab

		Complain if prices of goods is more				
			Shop Keeper	Main Supplier	Authority	Total
Locality	Rural	Count	896	145	99	1140
		% within Locality	78.6%	12.7%	8.7%	100.0%
		% within Complain if prices of goods is more	45.7%	44.9%	45.6%	45.6%
Urban	Urban	Count	1063	178	118	1359
		% within Locality	78.2%	13.1%	8.7%	100.0%
		% within Complain if prices of goods is more	54.3%	55.1%	54.4%	54.4%
Total	Total	Count	1959	323	217	2499
		% within Locality	78.4%	12.9%	8.7%	100.0%
		% within Complain if prices of goods is more	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.080(a)	2	.961
Likelihood Ratio	.080	2	.961
Linear-by-Linear Association	.023	1	.880
N of Valid Cases	2499		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 98.99.

Locality * Response to complaint

Crosstab

		Response to complaint			
		Satisfactory	Not Satisfactory	No Response	Total

Locality	Rural	Count	248	407	485	1140
		% within Locality	21.8%	35.7%	42.5%	100.0%
		% within Response to complaint	52.4%	45.1%	43.1%	45.6%
	Urban	Count	225	495	639	1359
		% within Locality	16.6%	36.4%	47.0%	100.0%
		% within Response to complaint	47.6%	54.9%	56.9%	54.4%
Total		Count	473	902	1124	2499
		% within Locality	18.9%	36.1%	45.0%	100.0%
		% within Response to complaint	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.701(a)	2	.003
Likelihood Ratio	11.667	2	.003
Linear-by-Linear Association	10.154	1	.001
N of Valid Cases	2499		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 215.77.

Locality * Aware of rights as consumers

Crosstab

		Aware of rights as consumers			Total	
		Yes	No	No opinion		
Locality	Rural	Count	667	667	142	1476
		% within Locality	45.2%	45.2%	9.6%	100.0%
		% within Aware of rights as consumers	40.6%	51.7%	52.6%	46.1%
	Urban	Count	974	622	128	1724
		% within Locality	56.5%	36.1%	7.4%	100.0%
		% within Aware of rights as consumers	59.4%	48.3%	47.4%	53.9%
Total		Count	1641	1289	270	3200
		% within Locality	51.3%	40.3%	8.4%	100.0%

% within Aware of rights as consumers	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.756(a)	2	.000
Likelihood Ratio	40.832	2	.000
Linear-by-Linear Association	35.041	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 124.54.

Locality * If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights

Crosstab

		If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights				
			Yes	No	No opinion	Total
Locality	Rural	Count	979	284	213	1476
		% within Locality	66.3%	19.2%	14.4%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	45.5%	46.3%	49.2%	46.1%
	Urban	Count	1174	330	220	1724
		% within Locality	68.1%	19.1%	12.8%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	54.5%	53.7%	50.8%	53.9%
Total		Count	2153	614	433	3200
		% within	67.3%	19.2%	13.5%	100.0%

Locality % within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.013(a)	2	.366
Likelihood Ratio	2.009	2	.366
Linear-by-Linear Association	1.811	1	.178
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 199.72.

Locality * Ready to join such forums for the redressal of grievance

Crosstab

			Ready to join such forums for the redressal of grievance			Total
			Yes	No	No opinion	
Locality	Rural	Count	701	188	90	979
		% within Locality	71.6%	19.2%	9.2%	100.0%
		% within Ready to join such forums for the redressal of grievance	49.1%	39.2%	36.4%	45.5%
	Urban	Count	726	291	157	1174
		% within Locality	61.8%	24.8%	13.4%	100.0%
		% within Ready to join such forums for the redressal of grievance	50.9%	60.8%	63.6%	54.5%
Total	Count	1427	479	247	2153	
	% within Locality	66.3%	22.2%	11.5%	100.0%	
	% within Ready to join such forums	100.0%	100.0%	100.0%	100.0%	

for the redressal of grievance				
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.290(a)	2	.000
Likelihood Ratio	23.478	2	.000
Linear-by-Linear Association	21.743	1	.000
N of Valid Cases	2153		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 112.31.

Locality * Aware of legal remedy available for the redressal of grievances

Crosstab

			Aware of legal remedy available for the redressal of grievances			Total
			Yes	No	No opinion	
Locality	Rural	Count	709	626	141	1476
		% within Locality	48.0%	42.4%	9.6%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	40.9%	52.2%	52.6%	46.1%
	Urban	Count	1024	573	127	1724
		% within Locality	59.4%	33.2%	7.4%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	59.1%	47.8%	47.4%	53.9%
Total		Count	1733	1199	268	3200
		% within Locality	54.2%	37.5%	8.4%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.359(a)	2	.000
Likelihood Ratio	41.412	2	.000
Linear-by-Linear Association	35.097	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 123.62.

Locality * Media can play an important role in increasing consumer awareness

Crosstab

		Media can play an important role in increasing consumer awareness			Total	
		Yes	No	No opinion		
Locality	Rural	Count	767	494	215	1476
		% within Locality	52.0%	33.5%	14.6%	100.0%
		% within Media can play an important role in increasing consumer awareness	41.4%	53.8%	50.4%	46.1%
Urban	Urban	Count	1087	425	212	1724
		% within Locality	63.1%	24.7%	12.3%	100.0%
		% within Media can play an important role in increasing consumer awareness	58.6%	46.2%	49.6%	53.9%
Total	Total	Count	1854	919	427	3200
		% within Locality	57.9%	28.7%	13.3%	100.0%
		% within Media can play an important role in increasing consumer awareness	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
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Pearson Chi-Square	41.463(a)	2	.000
Likelihood Ratio	41.477	2	.000
Linear-by-Linear Association	27.590	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 196.95.

Locality * Watched some TV programmes about the product analysis and related matters for the guidance of the consumers

Crosstab

			Watched some TV programmes about the product analysis and related matters for the guidance of the consumers			Total
			Yes	No	No opinion	
Locality	Rural	Count	661	617	198	1476
		% within Locality	44.8%	41.8%	13.4%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	44.9%	45.0%	55.5%	46.1%
	Urban	Count	811	754	159	1724
		% within Locality	47.0%	43.7%	9.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	55.1%	55.0%	44.5%	53.9%
Total	Count	1472	1371	357	3200	
	% within Locality	46.0%	42.8%	11.2%	100.0%	
	% within Watched some TV programmes about the product	100.0%	100.0%	100.0%	100.0%	

analysis and related matters for the guidance of the consumers				
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.101(a)	2	.001
Likelihood Ratio	14.055	2	.001
Linear-by-Linear Association	7.348	1	.007
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 164.67.

Locality * Aware of the existing law for protecting the Consumer

Crosstab

		Aware of the existing law for protecting the Consumer			Total	
		Yes	No	No opinion		
Locality	Rural	Count	418	903	155	1476
		% within Locality	28.3%	61.2%	10.5%	100.0%
		% within Aware of the existing law for protecting the Consumer	39.6%	49.5%	48.6%	46.1%
Urban	Urban	Count	638	922	164	1724
		% within Locality	37.0%	53.5%	9.5%	100.0%
		% within Aware of the existing law for protecting the Consumer	60.4%	50.5%	51.4%	53.9%
Total	Total	Count	1056	1825	319	3200
		% within Locality	33.0%	57.0%	10.0%	100.0%
		% within Aware of the existing law for protecting the Consumer	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.229(a)	2	.000
Likelihood Ratio	27.383	2	.000
Linear-by-Linear Association	19.760	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 147.14.

Locality * Aware of consumer courts for redressal of grievances of the consumers

Crosstab

		Aware of consumer courts for redressal of grievances of the consumers				
			Yes	No	No opinion	Total
Locality	Rural	Count	639	718	119	1476
		% within Locality	43.3%	48.6%	8.1%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	40.4%	53.0%	44.9%	46.1%
	Urban	Count	942	636	146	1724
		% within Locality	54.6%	36.9%	8.5%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	59.6%	47.0%	55.1%	53.9%
Total		Count	1581	1354	265	3200
		% within Locality	49.4%	42.3%	8.3%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.849(a)	2	.000

Likelihood Ratio	46.917	2	.000
Linear-by-Linear Association	23.339	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 122.23.

Locality * If aware of consumer court, ever filled a case in the consumer court

Crosstab

			If aware of consumer court, ever filled a case in the consumer court			Total
			Yes	No	No opinion	
Locality	Rural	Count	39	566	34	639
		% within Locality	6.1%	88.6%	5.3%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	37.1%	40.1%	54.0%	40.4%
	Urban	Count	66	847	29	942
		% within Locality	7.0%	89.9%	3.1%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	62.9%	59.9%	46.0%	59.6%
Total		Count	105	1413	63	1581
		% within Locality	6.6%	89.4%	4.0%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.348(a)	2	.069
Likelihood Ratio	5.244	2	.073
Linear-by-Linear	3.566	1	.059

Association
N of Valid Cases

1581

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.46.

Locality * If files case, consumer court able to redress grievance

Crosstab

		If files case, consumer court able to redress grievance			Total	
		Yes	No	No opinion		
Locality	Rural	Count	16	14	9	39
		% within Locality	41.0%	35.9%	23.1%	100.0%
		% within If files case, consumer court able to redress grievance	26.7%	45.2%	64.3%	37.1%
	Urban	Count	44	17	5	66
		% within Locality	66.7%	25.8%	7.6%	100.0%
		% within If files case, consumer court able to redress grievance	73.3%	54.8%	35.7%	62.9%
Total		Count	60	31	14	105
		% within Locality	57.1%	29.5%	13.3%	100.0%
		% within If files case, consumer court able to redress grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.092(a)	2	.017
Likelihood Ratio	8.016	2	.018
Linear-by-Linear Association	8.014	1	.005
N of Valid Cases	105		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.20.

Age Group in years * Buy branded food items and medicines

Crosstab

			Buy branded food items and medicines			Total
			Yes	No	No opinion	
Age Group in years	18-20	Count	195	74	9	278
		% within Age Group in years	70.1%	26.6%	3.2%	100.0%
		% within Buy branded food items and medicines	9.2%	8.2%	5.3%	8.7%
	21-30	Count	818	279	47	1144
		% within Age Group in years	71.5%	24.4%	4.1%	100.0%
		% within Buy branded food items and medicines	38.5%	30.9%	27.6%	35.8%
	31-40	Count	482	208	28	718
		% within Age Group in years	67.1%	29.0%	3.9%	100.0%
		% within Buy branded food items and medicines	22.7%	23.0%	16.5%	22.4%
	41-50	Count	348	176	26	550
		% within Age Group in years	63.3%	32.0%	4.7%	100.0%
		% within Buy branded food items and medicines	16.4%	19.5%	15.3%	17.2%
	51-60	Count	181	88	28	297
		% within Age Group in years	60.9%	29.6%	9.4%	100.0%
		% within Buy branded food items and medicines	8.5%	9.7%	16.5%	9.3%
	Above 60	Count	103	78	32	213
		% within Age Group in years	48.4%	36.6%	15.0%	100.0%
		% within Buy branded food items and medicines	4.8%	8.6%	18.8%	6.7%
Total	Count	2127	903	170	3200	
	% within Age Group in years	66.5%	28.2%	5.3%	100.0%	

% within Buy branded food items and medicines	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	88.070(a)	10	.000
Likelihood Ratio	75.317	10	.000
Linear-by-Linear Association	61.236	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.32.

Age Group in years * Examine the expiry date of the items

Crosstab

		Examine the expiry date of the items			Total	
		Yes	No	No opinion		
Age Group in years	18-20	Count	228	45	5	278
		% within Age Group in years	82.0%	16.2%	1.8%	100.0%
		% within Examine the expiry date of the items	9.3%	6.7%	5.8%	8.7%
	21-30	Count	975	153	16	1144
		% within Age Group in years	85.2%	13.4%	1.4%	100.0%
		% within Examine the expiry date of the items	39.9%	22.9%	18.6%	35.8%
	31-40	Count	553	158	7	718
		% within Age Group in years	77.0%	22.0%	1.0%	100.0%
		% within Examine the expiry date of the items	22.6%	23.6%	8.1%	22.4%
	41-50	Count	383	152	15	550
		% within Age Group in years	69.6%	27.6%	2.7%	100.0%
		% within Examine the expiry date of the items	15.7%	22.7%	17.4%	17.2%
	51-60	Count	183	93	21	297
		% within Age Group in years	61.6%	31.3%	7.1%	100.0%

		% within Examine the expiry date of the items	7.5%	13.9%	24.4%	9.3%
	Above 60	Count	123	68	22	213
		% within Age Group in years	57.7%	31.9%	10.3%	100.0%
		% within Examine the expiry date of the items	5.0%	10.2%	25.6%	6.7%
Total		Count	2445	669	86	3200
		% within Age Group in years	76.4%	20.9%	2.7%	100.0%
		% within Examine the expiry date of the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	191.666(a)	10	.000
Likelihood Ratio	170.724	10	.000
Linear-by-Linear Association	151.770	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.72.

Age Group in years * Check the MRP before buying a product

Crosstab

			Check the MRP before buying a product			Total
			Yes	No	No opinion	
Age Group in years	18-20	Count	228	41	9	278
		% within Age Group in years	82.0%	14.7%	3.2%	100.0%
		% within Check the MRP before buying a product	9.3%	6.7%	7.0%	8.7%
	21-30	Count	965	150	29	1144
		% within Age Group in years	84.4%	13.1%	2.5%	100.0%
		% within Check the MRP before buying a product	39.3%	24.4%	22.7%	35.8%
	31-40	Count	556	139	23	718

	% within Age Group in years	77.4%	19.4%	3.2%	100.0%
	% within Check the MRP before buying a product	22.6%	22.6%	18.0%	22.4%
41-50	Count	395	132	23	550
	% within Age Group in years	71.8%	24.0%	4.2%	100.0%
	% within Check the MRP before buying a product	16.1%	21.5%	18.0%	17.2%
51-60	Count	181	97	19	297
	% within Age Group in years	60.9%	32.7%	6.4%	100.0%
	% within Check the MRP before buying a product	7.4%	15.8%	14.8%	9.3%
Above 60	Count	132	56	25	213
	% within Age Group in years	62.0%	26.3%	11.7%	100.0%
	% within Check the MRP before buying a product	5.4%	9.1%	19.5%	6.7%
Total	Count	2457	615	128	3200
	% within Age Group in years	76.8%	19.2%	4.0%	100.0%
	% within Check the MRP before buying a product	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	136.100(a)	10	.000
Likelihood Ratio	123.512	10	.000
Linear-by-Linear Association	105.994	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.52.

Age Group in years * Charged the MRP or more than/less than the MRP

Crosstab

		Charged the MRP or more than/less than the MRP			Total
		Yes	No	No opinion	

Age Group in years	18-20	Count	50	203	25	278
		% within Age Group in years	18.0%	73.0%	9.0%	100.0%
		% within Charged the MRP or more than/less than the MRP	6.6%	10.0%	6.1%	8.7%
	21-30	Count	257	778	109	1144
		% within Age Group in years	22.5%	68.0%	9.5%	100.0%
		% within Charged the MRP or more than/less than the MRP	34.1%	38.1%	26.8%	35.8%
	31-40	Count	187	452	79	718
		% within Age Group in years	26.0%	63.0%	11.0%	100.0%
		% within Charged the MRP or more than/less than the MRP	24.8%	22.2%	19.4%	22.4%
	41-50	Count	131	318	101	550
		% within Age Group in years	23.8%	57.8%	18.4%	100.0%
		% within Charged the MRP or more than/less than the MRP	17.4%	15.6%	24.8%	17.2%
	51-60	Count	77	166	54	297
		% within Age Group in years	25.9%	55.9%	18.2%	100.0%
		% within Charged the MRP or more than/less than the MRP	10.2%	8.1%	13.3%	9.3%
	Above 60	Count	51	123	39	213
		% within Age Group in years	23.9%	57.7%	18.3%	100.0%
		% within Charged the MRP or more than/less than the MRP	6.8%	6.0%	9.6%	6.7%
Total		Count	753	2040	407	3200
		% within Age Group in years	23.5%	63.8%	12.7%	100.0%
		% within Charged the MRP or more than/less than the MRP	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.898(a)	10	.000
Likelihood Ratio	59.338	10	.000
Linear-by-Linear Association	4.350	1	.037
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.09.

Age Group in years * Check the weight of the products mentioned on the items

Crosstab

			Check the weight of the products mentioned on the items			Total
			Yes	No	No opinion	
Age Group in years	18-20	Count	126	136	16	278
		% within Age Group in years	45.3%	48.9%	5.8%	100.0%
		% within Check the weight of the products mentioned on the items	7.9%	9.3%	12.1%	8.7%
	21-30	Count	619	490	35	1144
		% within Age Group in years	54.1%	42.8%	3.1%	100.0%
		% within Check the weight of the products mentioned on the items	38.7%	33.4%	26.5%	35.8%
	31-40	Count	370	319	29	718
		% within Age Group in years	51.5%	44.4%	4.0%	100.0%
		% within Check the weight of the products mentioned on the items	23.1%	21.7%	22.0%	22.4%
	41-50	Count	273	259	18	550
		% within Age Group in years	49.6%	47.1%	3.3%	100.0%
		% within Check the weight of the products mentioned on the items	17.1%	17.6%	13.6%	17.2%

Total	51-60	Count	129	158	10	297
		% within Age Group in years	43.4%	53.2%	3.4%	100.0%
		% within Check the weight of the products mentioned on the items	8.1%	10.8%	7.6%	9.3%
	Above 60	Count	83	106	24	213
		% within Age Group in years	39.0%	49.8%	11.3%	100.0%
		% within Check the weight of the products mentioned on the items	5.2%	7.2%	18.2%	6.7%
		Count	1600	1468	132	3200
		% within Age Group in years	50.0%	45.9%	4.1%	100.0%
		% within Check the weight of the products mentioned on the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.405(a)	10	.000
Likelihood Ratio	45.422	10	.000
Linear-by-Linear Association	15.144	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.79.

Age Group in years * Check the prices of goods buy from alternative sources

Crosstab

		Check the prices of goods buy from alternative sources			Total	
		Yes	No	No opinion		
Age Group in years	18-20	Count	160	102	16	278
		% within Age Group in years	57.6%	36.7%	5.8%	100.0%
		% within Check the prices of goods buy from alternative	8.7%	8.4%	10.5%	8.7%

		sources				
21-30	Count		722	376	46	1144
	% within Age Group in years		63.1%	32.9%	4.0%	100.0%
	% within Check the prices of goods buy from alternative sources		39.4%	30.9%	30.3%	35.8%
31-40	Count		408	276	34	718
	% within Age Group in years		56.8%	38.4%	4.7%	100.0%
	% within Check the prices of goods buy from alternative sources		22.3%	22.7%	22.4%	22.4%
41-50	Count		297	233	20	550
	% within Age Group in years		54.0%	42.4%	3.6%	100.0%
	% within Check the prices of goods buy from alternative sources		16.2%	19.1%	13.2%	17.2%
51-60	Count		147	136	14	297
	% within Age Group in years		49.5%	45.8%	4.7%	100.0%
	% within Check the prices of goods buy from alternative sources		8.0%	11.2%	9.2%	9.3%
Above 60	Count		97	94	22	213
	% within Age Group in years		45.5%	44.1%	10.3%	100.0%
	% within Check the prices of goods buy from alternative sources		5.3%	7.7%	14.5%	6.7%
Total	Count		1831	1217	152	3200
	% within Age Group in years		57.2%	38.0%	4.8%	100.0%
	% within Check the prices of goods buy from alternative sources		100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.088(a)	10	.000
Likelihood Ratio	47.935	10	.000
Linear-by-Linear Association	28.190	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.12.

Age Group in years * Ever come across adulteration in food items

Crosstab

			Ever come across adulteration in food items			Total
			Yes	No	No opinion	
Age Group in years	18-20	Count	171	84	23	278
		% within Age Group in years	61.5%	30.2%	8.3%	100.0%
		% within Ever come across adulteration in food items	9.2%	7.7%	8.8%	8.7%
	21-30	Count	720	333	91	1144
		% within Age Group in years	62.9%	29.1%	8.0%	100.0%
		% within Ever come across adulteration in food items	38.8%	30.7%	34.7%	35.8%
	31-40	Count	397	266	55	718
		% within Age Group in years	55.3%	37.0%	7.7%	100.0%
		% within Ever come across adulteration in food items	21.4%	24.5%	21.0%	22.4%
	41-50	Count	307	205	38	550
		% within Age Group in years	55.8%	37.3%	6.9%	100.0%
		% within Ever come across adulteration in food items	16.6%	18.9%	14.5%	17.2%
	51-60	Count	151	123	23	297
		% within Age Group in years	50.8%	41.4%	7.7%	100.0%

	% within Ever come across adulteration in food items	8.1%	11.3%	8.8%	9.3%
Above 60	Count	108	73	32	213
	% within Age Group in years	50.7%	34.3%	15.0%	100.0%
	% within Ever come across adulteration in food items	5.8%	6.7%	12.2%	6.7%
Total	Count	1854	1084	262	3200
	% within Age Group in years	57.9%	33.9%	8.2%	100.0%
	% within Ever come across adulteration in food items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.767(a)	10	.000
Likelihood Ratio	40.448	10	.000
Linear-by-Linear Association	18.603	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.44.

Age Group in years * Ever come across spurious medicines

Crosstab

		Ever come across spurious medicines			Total
		Yes	No	No opinion	
Age Group in years	18-20	Count	128	122	28
		% within Age Group in years	46.0%	43.9%	10.1%
		% within Ever come across spurious medicines	9.9%	7.9%	7.9%
21-30		Count	517	508	119
		% within Age Group in years	45.2%	44.4%	10.4%
		% within Ever come across spurious	40.0%	32.7%	33.6%

		medicines				
31-40	Count	268	366	84	718	
	% within Age Group in years	37.3%	51.0%	11.7%	100.0%	
	% within Ever come across spurious medicines	20.7%	23.6%	23.7%	22.4%	
41-50	Count	202	295	53	550	
	% within Age Group in years	36.7%	53.6%	9.6%	100.0%	
	% within Ever come across spurious medicines	15.6%	19.0%	15.0%	17.2%	
51-60	Count	110	158	29	297	
	% within Age Group in years	37.0%	53.2%	9.8%	100.0%	
	% within Ever come across spurious medicines	8.5%	10.2%	8.2%	9.3%	
Above 60	Count	67	105	41	213	
	% within Age Group in years	31.5%	49.3%	19.2%	100.0%	
	% within Ever come across spurious medicines	5.2%	6.8%	11.6%	6.7%	
Total	Count	1292	1554	354	3200	
	% within Age Group in years	40.4%	48.6%	11.1%	100.0%	
	% within Ever come across spurious medicines	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.035(a)	10	.000
Likelihood Ratio	40.896	10	.000
Linear-by-Linear Association	21.498	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.56.

Age Group in years * Complain if prices of goods is more

Crosstab

		Complain if prices of goods is more			Total	
		Shop Keeper	Main Supplier	Authority		
Age Group in years	18-20	Count	182	25	25	232
		% within Age Group in years	78.4%	10.8%	10.8%	100.0%
		% within Complain if prices of goods is more	9.3%	7.7%	11.5%	9.3%
	21-30	Count	773	109	68	950
		% within Age Group in years	81.4%	11.5%	7.2%	100.0%
		% within Complain if prices of goods is more	39.5%	33.7%	31.3%	38.0%
	31-40	Count	412	77	48	537
		% within Age Group in years	76.7%	14.3%	8.9%	100.0%
		% within Complain if prices of goods is more	21.0%	23.8%	22.1%	21.5%
	41-50	Count	340	49	36	425
		% within Age Group in years	80.0%	11.5%	8.5%	100.0%
		% within Complain if prices of goods is more	17.4%	15.2%	16.6%	17.0%
	51-60	Count	150	30	26	206
		% within Age Group in years	72.8%	14.6%	12.6%	100.0%
		% within Complain if prices of goods is more	7.7%	9.3%	12.0%	8.2%
Above 60	Count	102	33	14	149	
	% within Age Group in years	68.5%	22.1%	9.4%	100.0%	
	% within Complain if prices of goods is more	5.2%	10.2%	6.5%	6.0%	
Total	Count	1959	323	217	2499	
	% within Age Group in years	78.4%	12.9%	8.7%	100.0%	
	% within Complain if prices of goods is more	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.724(a)	10	.004
Likelihood Ratio	23.783	10	.008
Linear-by-Linear Association	7.353	1	.007
N of Valid Cases	2499		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.94.

Age Group in years * Response to complaint

Crosstab

			Response to complaint			Total
			Satisfactory	Not Satisfactory	No Response	
Age Group in years	18-20	Count	50	78	104	232
		% within Age Group in years	21.6%	33.6%	44.8%	100.0%
		% within Response to complaint	10.6%	8.6%	9.3%	9.3%
	21-30	Count	196	364	390	950
		% within Age Group in years	20.6%	38.3%	41.1%	100.0%
		% within Response to complaint	41.4%	40.4%	34.7%	38.0%
	31-40	Count	89	198	250	537
		% within Age Group in years	16.6%	36.9%	46.6%	100.0%
		% within Response to complaint	18.8%	22.0%	22.2%	21.5%
	41-50	Count	88	139	198	425
		% within Age Group in years	20.7%	32.7%	46.6%	100.0%
		% within Response to complaint	18.6%	15.4%	17.6%	17.0%
	51-60	Count	33	69	104	206
		% within Age Group in years	16.0%	33.5%	50.5%	100.0%
		% within Response to complaint	7.0%	7.6%	9.3%	8.2%
	Above 60	Count	17	54	78	149

Total	% within Age Group in years	11.4%	36.2%	52.3%	100.0%
	% within Response to complaint	3.6%	6.0%	6.9%	6.0%
	Count	473	902	1124	2499
	% within Age Group in years	18.9%	36.1%	45.0%	100.0%
	% within Response to complaint	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.461(a)	10	.025
Likelihood Ratio	21.211	10	.020
Linear-by-Linear Association	10.922	1	.001
N of Valid Cases	2499		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.20.

Age Group in years * Aware of rights as consumers

Crosstab

		Aware of rights as consumers			Total	
		Yes	No	No opinion		
Age Group in years	18-20	Count	168	88	22	278
		% within Age Group in years	60.4%	31.7%	7.9%	100.0%
		% within Aware of rights as consumers	10.2%	6.8%	8.1%	8.7%
	21-30	Count	646	430	68	1144
		% within Age Group in years	56.5%	37.6%	5.9%	100.0%
		% within Aware of rights as consumers	39.4%	33.4%	25.2%	35.8%
	31-40	Count	359	291	68	718
		% within Age Group in years	50.0%	40.5%	9.5%	100.0%
		% within Aware of rights as	21.9%	22.6%	25.2%	22.4%

	consumers				
41-50	Count	250	254	46	550
	% within Age Group in years	45.5%	46.2%	8.4%	100.0%
	% within Aware of rights as consumers	15.2%	19.7%	17.0%	17.2%
51-60	Count	138	127	32	297
	% within Age Group in years	46.5%	42.8%	10.8%	100.0%
	% within Aware of rights as consumers	8.4%	9.9%	11.9%	9.3%
Above 60	Count	80	99	34	213
	% within Age Group in years	37.6%	46.5%	16.0%	100.0%
	% within Aware of rights as consumers	4.9%	7.7%	12.6%	6.7%
Total	Count	1641	1289	270	3200
	% within Age Group in years	51.3%	40.3%	8.4%	100.0%
	% within Aware of rights as consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.673(a)	10	.000
Likelihood Ratio	62.165	10	.000
Linear-by-Linear Association	50.553	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.97.

Age Group in years * If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights

Crosstab

		If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	Total
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			Yes	No	No opinion	
Age Group in years	18-20	Count	202	51	25	278
		% within Age Group in years	72.7%	18.3%	9.0%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	9.4%	8.3%	5.8%	8.7%
	21-30	Count	805	215	124	1144
		% within Age Group in years	70.4%	18.8%	10.8%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	37.4%	35.0%	28.6%	35.8%
	31-40	Count	480	135	103	718
		% within Age Group in years	66.9%	18.8%	14.3%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	22.3%	22.0%	23.8%	22.4%
	41-50	Count	354	105	91	550
		% within Age Group in years	64.4%	19.1%	16.5%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	16.4%	17.1%	21.0%	17.2%
51-60	Count	191	61	45	297	
	% within Age Group in years	64.3%	20.5%	15.2%	100.0%	
	% within If not satisfied with the price/quality, realize the need	8.9%	9.9%	10.4%	9.3%	

		for forming some consumer clubs to fight for rights				
	Above 60	Count	121	47	45	213
		% within Age Group in years	56.8%	22.1%	21.1%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	5.6%	7.7%	10.4%	6.7%
Total		Count	2153	614	433	3200
		% within Age Group in years	67.3%	19.2%	13.5%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.911(a)	10	.000
Likelihood Ratio	32.431	10	.000
Linear-by-Linear Association	28.668	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.82.

Age Group in years * Ready to join such forums for the redressal of grievance

Crosstab

		Ready to join such forums for the redressal of grievance			Total
		Yes	No	No opinion	
Age Group in years	18-20	Count 149	33	20	202
		% within Age Group in years 73.8%	16.3%	9.9%	100.0%
		% within Ready to join such forums 10.4%	6.9%	8.1%	9.4%

	for the redressal of grievance				
21-30	Count	542	180	83	805
	% within Age Group in years	67.3%	22.4%	10.3%	100.0%
	% within Ready to join such forums for the redressal of grievance	38.0%	37.6%	33.6%	37.4%
31-40	Count	300	124	56	480
	% within Age Group in years	62.5%	25.8%	11.7%	100.0%
	% within Ready to join such forums for the redressal of grievance	21.0%	25.9%	22.7%	22.3%
41-50	Count	233	73	48	354
	% within Age Group in years	65.8%	20.6%	13.6%	100.0%
	% within Ready to join such forums for the redressal of grievance	16.3%	15.2%	19.4%	16.4%
51-60	Count	128	40	23	191
	% within Age Group in years	67.0%	20.9%	12.0%	100.0%
	% within Ready to join such forums for the redressal of grievance	9.0%	8.4%	9.3%	8.9%
Above 60	Count	75	29	17	121
	% within Age Group in years	62.0%	24.0%	14.0%	100.0%
	% within Ready to join such forums for the redressal of grievance	5.3%	6.1%	6.9%	5.6%
Total	Count	1427	479	247	2153
	% within Age Group in years	66.3%	22.2%	11.5%	100.0%
	% within Ready to join such forums for the redressal of grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.414(a)	10	.201
Likelihood Ratio	13.509	10	.197
Linear-by-Linear Association	4.225	1	.040
N of Valid Cases	2153		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.88.

Age Group in years * Aware of legal remedy available for the redressal of grievances

Crosstab

			Aware of legal remedy available for the redressal of grievances			Total
			Yes	No	No opinion	
Age Group in years	18-20	Count	200	59	19	278
		% within Age Group in years	71.9%	21.2%	6.8%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	11.5%	4.9%	7.1%	8.7%
	21-30	Count	682	390	72	1144
		% within Age Group in years	59.6%	34.1%	6.3%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	39.4%	32.5%	26.9%	35.8%
	31-40	Count	356	289	73	718
		% within Age Group in years	49.6%	40.3%	10.2%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	20.5%	24.1%	27.2%	22.4%
	41-50	Count	266	252	32	550
		% within Age Group in years	48.4%	45.8%	5.8%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	15.3%	21.0%	11.9%	17.2%

Total	51-60	Count	138	125	34	297
		% within Age Group in years	46.5%	42.1%	11.4%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	8.0%	10.4%	12.7%	9.3%
	Above 60	Count	91	84	38	213
		% within Age Group in years	42.7%	39.4%	17.8%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	5.3%	7.0%	14.2%	6.7%
		Count	1733	1199	268	3200
		% within Age Group in years	54.2%	37.5%	8.4%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	113.681(a)	10	.000
Likelihood Ratio	110.690	10	.000
Linear-by-Linear Association	68.078	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.84.

Age Group in years * Media can play an important role in increasing consumer awareness

Crosstab

		Media can play an important role in increasing consumer awareness			Total	
		Yes	No	No opinion		
Age Group in years	18-20	Count	163	79	36	278
		% within Age Group in years	58.6%	28.4%	12.9%	100.0%
		% within Media can play an important role in increasing	8.8%	8.6%	8.4%	8.7%

		consumer awareness				
21-30	Count	704	318	122	1144	
	% within Age Group in years	61.5%	27.8%	10.7%	100.0%	
	% within Media can play an important role in increasing consumer awareness	38.0%	34.6%	28.6%	35.8%	
31-40	Count	410	204	104	718	
	% within Age Group in years	57.1%	28.4%	14.5%	100.0%	
	% within Media can play an important role in increasing consumer awareness	22.1%	22.2%	24.4%	22.4%	
41-50	Count	303	181	66	550	
	% within Age Group in years	55.1%	32.9%	12.0%	100.0%	
	% within Media can play an important role in increasing consumer awareness	16.3%	19.7%	15.5%	17.2%	
51-60	Count	161	88	48	297	
	% within Age Group in years	54.2%	29.6%	16.2%	100.0%	
	% within Media can play an important role in increasing consumer awareness	8.7%	9.6%	11.2%	9.3%	
Above 60	Count	113	49	51	213	
	% within Age Group in years	53.1%	23.0%	23.9%	100.0%	
	% within Media can play an important role in increasing consumer awareness	6.1%	5.3%	11.9%	6.7%	
Total	Count	1854	919	427	3200	
	% within Age Group in years	57.9%	28.7%	13.3%	100.0%	

% within Media can play an important role in increasing consumer awareness	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.605(a)	10	.000
Likelihood Ratio	35.535	10	.000
Linear-by-Linear Association	16.519	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.42.

Age Group in years * Watched some TV programmes about the product analysis and related matters for the guidance of the consumers

Crosstab

			Watched some TV programmes about the product analysis and related matters for the guidance of the consumers			Total
			Yes	No	No opinion	
Age Group in years	18-20	Count	112	134	32	278
		% within Age Group in years	40.3%	48.2%	11.5%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	7.6%	9.8%	9.0%	8.7%
	21-30	Count	579	472	93	1144
		% within Age Group in years	50.6%	41.3%	8.1%	100.0%
		% within Watched some TV programmes about the product analysis and	39.3%	34.4%	26.1%	35.8%

	related matters for the guidance of the consumers				
31-40	Count	335	298	85	718
	% within Age Group in years	46.7%	41.5%	11.8%	100.0%
	% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	22.8%	21.7%	23.8%	22.4%
41-50	Count	251	242	57	550
	% within Age Group in years	45.6%	44.0%	10.4%	100.0%
	% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	17.1%	17.7%	16.0%	17.2%
51-60	Count	119	140	38	297
	% within Age Group in years	40.1%	47.1%	12.8%	100.0%
	% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	8.1%	10.2%	10.6%	9.3%
Above 60	Count	76	85	52	213
	% within Age Group in years	35.7%	39.9%	24.4%	100.0%
	% within Watched some TV programmes about the product analysis and	5.2%	6.2%	14.6%	6.7%

	related matters for the guidance of the consumers				
Total	Count	1472	1371	357	3200
	% within Age Group in years	46.0%	42.8%	11.2%	100.0%
	% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.565(a)	10	.000
Likelihood Ratio	56.284	10	.000
Linear-by-Linear Association	22.915	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.76.

Age Group in years * Aware of the existing law for protecting the Consumer

Crosstab

		Aware of the existing law for protecting the Consumer			Total	
		Yes	No	No opinion		
Age Group in years	18-20	Count	115	130	33	278
		% within Age Group in years	41.4%	46.8%	11.9%	100.0%
		% within Aware of the existing law for protecting the Consumer	10.9%	7.1%	10.3%	8.7%
	21-30	Count	439	609	96	1144
		% within Age Group in years	38.4%	53.2%	8.4%	100.0%
		% within Aware of the existing law for protecting the	41.6%	33.4%	30.1%	35.8%

		Consumer				
Total	31-40	Count	230	413	75	718
		% within Age Group in years	32.0%	57.5%	10.4%	100.0%
		% within Aware of the existing law for protecting the Consumer	21.8%	22.6%	23.5%	22.4%
	41-50	Count	151	354	45	550
		% within Age Group in years	27.5%	64.4%	8.2%	100.0%
		% within Aware of the existing law for protecting the Consumer	14.3%	19.4%	14.1%	17.2%
	51-60	Count	71	195	31	297
		% within Age Group in years	23.9%	65.7%	10.4%	100.0%
		% within Aware of the existing law for protecting the Consumer	6.7%	10.7%	9.7%	9.3%
	Above 60	Count	50	124	39	213
		% within Age Group in years	23.5%	58.2%	18.3%	100.0%
		% within Aware of the existing law for protecting the Consumer	4.7%	6.8%	12.2%	6.7%
Total	Count	1056	1825	319	3200	
	% within Age Group in years	33.0%	57.0%	10.0%	100.0%	
	% within Aware of the existing law for protecting the Consumer	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.432(a)	10	.000
Likelihood Ratio	70.517	10	.000
Linear-by-Linear Association	42.368	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.23.

Age Group in years * Aware of consumer courts for redressal of grievances of the consumers

Crosstab

		Aware of consumer courts for redressal of grievances of the consumers			Total	
		Yes	No	No opinion		
Age Group in years	18-20	Count	171	94	13	278
		% within Age Group in years	61.5%	33.8%	4.7%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	10.8%	6.9%	4.9%	8.7%
	21-30	Count	617	439	88	1144
		% within Age Group in years	53.9%	38.4%	7.7%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	39.0%	32.4%	33.2%	35.8%
	31-40	Count	335	321	62	718
		% within Age Group in years	46.7%	44.7%	8.6%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	21.2%	23.7%	23.4%	22.4%
	41-50	Count	247	265	38	550
		% within Age Group in years	44.9%	48.2%	6.9%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	15.6%	19.6%	14.3%	17.2%
51-60	Count	127	141	29	297	
	% within Age Group in years	42.8%	47.5%	9.8%	100.0%	
	% within Aware of consumer courts for	8.0%	10.4%	10.9%	9.3%	

		redressal of grievances of the consumers				
	Above 60	Count	84	94	35	213
		% within Age Group in years	39.4%	44.1%	16.4%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	5.3%	6.9%	13.2%	6.7%
Total		Count	1581	1354	265	3200
		% within Age Group in years	49.4%	42.3%	8.3%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.785(a)	10	.000
Likelihood Ratio	60.813	10	.000
Linear-by-Linear Association	44.404	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.64.

Age Group in years * If aware of consumer court, ever filled a case in the consumer court

Crosstab

		If aware of consumer court, ever filled a case in the consumer court			Total	
		Yes	No	No opinion		
Age Group in years	18-20	Count	10	152	9	171
		% within Age Group in years	5.8%	88.9%	5.3%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer	9.5%	10.8%	14.3%	10.8%

	court				
21-30	Count	44	549	24	617
	% within Age Group in years	7.1%	89.0%	3.9%	100.0%
	% within If aware of consumer court, ever filled a case in the consumer court	41.9%	38.9%	38.1%	39.0%
31-40	Count	32	292	11	335
	% within Age Group in years	9.6%	87.2%	3.3%	100.0%
	% within If aware of consumer court, ever filled a case in the consumer court	30.5%	20.7%	17.5%	21.2%
41-50	Count	8	228	11	247
	% within Age Group in years	3.2%	92.3%	4.5%	100.0%
	% within If aware of consumer court, ever filled a case in the consumer court	7.6%	16.1%	17.5%	15.6%
51-60	Count	6	117	4	127
	% within Age Group in years	4.7%	92.1%	3.1%	100.0%
	% within If aware of consumer court, ever filled a case in the consumer court	5.7%	8.3%	6.3%	8.0%
Above 60	Count	5	75	4	84
	% within Age Group in years	6.0%	89.3%	4.8%	100.0%

Total	% within If aware of consumer court, ever filled a case in the consumer court	4.8%	5.3%	6.3%	5.3%
	Count	105	1413	63	1581
	% within Age Group in years	6.6%	89.4%	4.0%	100.0%
	% within If aware of consumer court, ever filled a case in the consumer court	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.886(a)	10	.293
Likelihood Ratio	12.431	10	.257
Linear-by-Linear Association	.533	1	.465
N of Valid Cases	1581		

a 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.35.

Age Group in years * If files case, consumer court able to redress grievance

Crosstab

			If files case, consumer court able to redress grievance			Total
			Yes	No	No opinion	
Age Group in years	18-20	Count	6	4	0	10
		% within Age Group in years	60.0%	40.0%	.0%	100.0%
		% within If files case, consumer court able to redress grievance	10.0%	12.9%	.0%	9.5%
	21-30	Count	21	16	7	44
		% within Age Group in years	47.7%	36.4%	15.9%	100.0%
		% within If files case, consumer	35.0%	51.6%	50.0%	41.9%

	court able to redress grievance				
31-40	Count	22	6	4	32
	% within Age Group in years	68.8%	18.8%	12.5%	100.0%
	% within If files case, consumer court able to redress grievance	36.7%	19.4%	28.6%	30.5%
41-50	Count	4	3	1	8
	% within Age Group in years	50.0%	37.5%	12.5%	100.0%
	% within If files case, consumer court able to redress grievance	6.7%	9.7%	7.1%	7.6%
51-60	Count	4	1	1	6
	% within Age Group in years	66.7%	16.7%	16.7%	100.0%
	% within If files case, consumer court able to redress grievance	6.7%	3.2%	7.1%	5.7%
Above 60	Count	3	1	1	5
	% within Age Group in years	60.0%	20.0%	20.0%	100.0%
	% within If files case, consumer court able to redress grievance	5.0%	3.2%	7.1%	4.8%
Total	Count	60	31	14	105
	% within Age Group in years	57.1%	29.5%	13.3%	100.0%
	% within If files case, consumer court able to redress grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.404(a)	10	.780
Likelihood Ratio	7.864	10	.642
Linear-by-Linear	.037	1	.848

Association
N of Valid Cases

105

a 12 cells (66.7%) have expected count less than 5. The minimum expected count is .67.

Number of members in the family * Buy branded food items and medicines

Crosstab

			Buy branded food items and medicines			Total
			Yes	No	No opinion	
Number of members in the family	Upto Two	Count	94	65	29	188
		% within Number of members in the family	50.0%	34.6%	15.4%	100.0%
		% within Buy branded food items and medicines	4.4%	7.2%	17.1%	5.9%
	Three	Count	443	145	24	612
		% within Number of members in the family	72.4%	23.7%	3.9%	100.0%
		% within Buy branded food items and medicines	20.8%	16.1%	14.1%	19.1%
	Four	Count	800	358	62	1220
		% within Number of members in the family	65.6%	29.3%	5.1%	100.0%
		% within Buy branded food items and medicines	37.6%	39.6%	36.5%	38.1%
	Five	Count	498	194	36	728
		% within Number of members in the family	68.4%	26.6%	4.9%	100.0%
		% within Buy branded food items and medicines	23.4%	21.5%	21.2%	22.8%
Sex	Count	174	85	12	271	
	% within Number of members in the family	64.2%	31.4%	4.4%	100.0%	
	% within Buy branded food items and medicines	8.2%	9.4%	7.1%	8.5%	
Seven and above	Count	118	56	7	181	
	% within Number of members in the family	65.2%	30.9%	3.9%	100.0%	
	% within Buy branded food items and medicines	5.5%	6.2%	4.1%	5.7%	
Total		Count	2127	903	170	3200

% within Number of members in the family	66.5%	28.2%	5.3%	100.0%
% within Buy branded food items and medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.288(a)	10	.000
Likelihood Ratio	49.894	10	.000
Linear-by-Linear Association	2.713	1	.100
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.62.

Number of members in the family * Examine the expiry date of the items

Crosstab

			Examine the expiry date of the items			Total
			Yes	No	No opinion	
Number of members in the family	Upto Two	Count	104	72	12	188
		% within Number of members in the family	55.3%	38.3%	6.4%	100.0%
		% within Examine the expiry date of the items	4.3%	10.8%	14.0%	5.9%
	Three	Count	485	113	14	612
		% within Number of members in the family	79.2%	18.5%	2.3%	100.0%
		% within Examine the expiry date of the items	19.8%	16.9%	16.3%	19.1%
	Four	Count	937	248	35	1220
		% within Number of members in the family	76.8%	20.3%	2.9%	100.0%
		% within Examine the expiry date of the items	38.3%	37.1%	40.7%	38.1%
	Five	Count	559	154	15	728
		% within Number of members in the family	76.8%	21.2%	2.1%	100.0%
		% within Examine the expiry date of the items	22.9%	23.0%	17.4%	22.8%
	Six	Count	215	49	7	271

		% within Number of members in the family	79.3%	18.1%	2.6%	100.0%
		% within Examine the expiry date of the items	8.8%	7.3%	8.1%	8.5%
	Seven and above	Count	145	33	3	181
		% within Number of members in the family	80.1%	18.2%	1.7%	100.0%
		% within Examine the expiry date of the items	5.9%	4.9%	3.5%	5.7%
Total		Count	2445	669	86	3200
		% within Number of members in the family	76.4%	20.9%	2.7%	100.0%
		% within Examine the expiry date of the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.930(a)	10	.000
Likelihood Ratio	48.354	10	.000
Linear-by-Linear Association	13.268	1	.000
N of Valid Cases	3200		

a 1 cells (5.6%) have expected count less than 5. The minimum expected count is 4.86.

Number of members in the family * Check the MRP before buying a product

Crosstab

			Check the MRP before buying a product			Total
			Yes	No	No opinion	
Number of members in the family	Upto Two	Count	111	61	16	188
		% within Number of members in the family	59.0%	32.4%	8.5%	100.0%
	Three	% within Check the MRP before buying a product	4.5%	9.9%	12.5%	5.9%
		Count	472	112	28	612
	Four	% within Number of members in the family	77.1%	18.3%	4.6%	100.0%
		% within Check the MRP before buying a product	19.2%	18.2%	21.9%	19.1%
		Count	949	221	50	1220

		% within Number of members in the family	77.8%	18.1%	4.1%	100.0%
		% within Check the MRP before buying a product	38.6%	35.9%	39.1%	38.1%
	Five	Count	562	145	21	728
		% within Number of members in the family	77.2%	19.9%	2.9%	100.0%
		% within Check the MRP before buying a product	22.9%	23.6%	16.4%	22.8%
	Sex	Count	218	45	8	271
		% within Number of members in the family	80.4%	16.6%	3.0%	100.0%
		% within Check the MRP before buying a product	8.9%	7.3%	6.3%	8.5%
	Seven and above	Count	145	31	5	181
		% within Number of members in the family	80.1%	17.1%	2.8%	100.0%
		% within Check the MRP before buying a product	5.9%	5.0%	3.9%	5.7%
Total		Count	2457	615	128	3200
		% within Number of members in the family	76.8%	19.2%	4.0%	100.0%
		% within Check the MRP before buying a product	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.144(a)	10	.000
Likelihood Ratio	37.946	10	.000
Linear-by-Linear Association	16.812	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.24.

Number of members in the family * Charged the MRP or more than/less than the MRP

Crosstab

		Count	Charged the MRP or more than/less than the MRP			Total
			Yes	No	No opinion	
Number of	Upto Two		40	117	31	188

members in the family	% within Number of members in the family	21.3%	62.2%	16.5%	100.0%
	% within Charged the MRP or more than/less than the MRP	5.3%	5.7%	7.6%	5.9%
Three	Count	146	382	84	612
	% within Number of members in the family	23.9%	62.4%	13.7%	100.0%
Four	% within Charged the MRP or more than/less than the MRP	19.4%	18.7%	20.6%	19.1%
	Count	289	777	154	1220
Five	% within Number of members in the family	23.7%	63.7%	12.6%	100.0%
	% within Charged the MRP or more than/less than the MRP	38.4%	38.1%	37.8%	38.1%
Sex	Count	159	477	92	728
	% within Number of members in the family	21.8%	65.5%	12.6%	100.0%
Seven and above	% within Charged the MRP or more than/less than the MRP	21.1%	23.4%	22.6%	22.8%
	Count	74	168	29	271
Total	% within Number of members in the family	27.3%	62.0%	10.7%	100.0%
	% within Charged the MRP or more than/less than the MRP	9.8%	8.2%	7.1%	8.5%
Total	Count	45	119	17	181
	% within Number of members in the family	24.9%	65.7%	9.4%	100.0%
Total	% within Charged the MRP or more than/less than the MRP	6.0%	5.8%	4.2%	5.7%
	Count	753	2040	407	3200
Total	% within Number of members in the family	23.5%	63.8%	12.7%	100.0%
	% within Charged the MRP or more than/less than the MRP	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.994(a)	10	.533
Likelihood Ratio	8.959	10	.536
Linear-by-Linear Association	3.199	1	.074
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.02.

Number of members in the family * Check the weight of the products mentioned on the items

Crosstab

			Check the weight of the products mentioned on the items			Total
			Yes	No	No opinion	
Number of members in the family	Upto Two	Count	85	87	16	188
		% within Number of members in the family	45.2%	46.3%	8.5%	100.0%
		% within Check the weight of the products mentioned on the items	5.3%	5.9%	12.1%	5.9%
	Three	Count	292	289	31	612
		% within Number of members in the family	47.7%	47.2%	5.1%	100.0%
		% within Check the weight of the products mentioned on the items	18.3%	19.7%	23.5%	19.1%
	Four	Count	588	587	45	1220
		% within Number of members in the family	48.2%	48.1%	3.7%	100.0%
		% within Check the weight of the products mentioned on the items	36.8%	40.0%	34.1%	38.1%
	Five	Count	384	316	28	728
		% within Number of members in the family	52.7%	43.4%	3.8%	100.0%
		% within Check the weight of the products mentioned on the items	24.0%	21.5%	21.2%	22.8%
Sex	Count	147	117	7	271	
	% within Number of members in the family	54.2%	43.2%	2.6%	100.0%	

		% within Check the weight of the products mentioned on the items	9.2%	8.0%	5.3%	8.5%
	Seven and above	Count	104	72	5	181
		% within Number of members in the family	57.5%	39.8%	2.8%	100.0%
		% within Check the weight of the products mentioned on the items	6.5%	4.9%	3.8%	5.7%
Total		Count	1600	1468	132	3200
		% within Number of members in the family	50.0%	45.9%	4.1%	100.0%
		% within Check the weight of the products mentioned on the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.987(a)	10	.008
Likelihood Ratio	22.174	10	.014
Linear-by-Linear Association	15.919	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.47.

Number of members in the family * Check the prices of goods buy from alternative sources

Crosstab

		Check the prices of goods buy from alternative sources			Total	
		Yes	No	No opinion		
Number of members in the family	Upto Two	Count	81	93	14	188
		% within Number of members in the family	43.1%	49.5%	7.4%	100.0%
		% within Check the prices of goods buy from alternative sources	4.4%	7.6%	9.2%	5.9%
	Three	Count	361	222	29	612
		% within Number of members in the family	59.0%	36.3%	4.7%	100.0%
		% within Check the prices of goods buy from alternative	19.7%	18.2%	19.1%	19.1%

	sources				
Four	Count	690	474	56	1220
	% within Number of members in the family	56.6%	38.9%	4.6%	100.0%
	% within Check the prices of goods buy from alternative sources	37.7%	38.9%	36.8%	38.1%
Five	Count	436	256	36	728
	% within Number of members in the family	59.9%	35.2%	4.9%	100.0%
	% within Check the prices of goods buy from alternative sources	23.8%	21.0%	23.7%	22.8%
Sex	Count	156	106	9	271
	% within Number of members in the family	57.6%	39.1%	3.3%	100.0%
	% within Check the prices of goods buy from alternative sources	8.5%	8.7%	5.9%	8.5%
Seven and above	Count	107	66	8	181
	% within Number of members in the family	59.1%	36.5%	4.4%	100.0%
	% within Check the prices of goods buy from alternative sources	5.8%	5.4%	5.3%	5.7%
Total	Count	1831	1217	152	3200
	% within Number of members in the family	57.2%	38.0%	4.8%	100.0%
	% within Check the prices of goods buy from alternative sources	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.180(a)	10	.020
Likelihood Ratio	20.974	10	.021
Linear-by-Linear Association	5.366	1	.021
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.60.

Number of members in the family * Ever come across adulteration in food items

Crosstab

		Ever come across adulteration in food items			Total	
		Yes	No	No opinion		
Number of members in the family	Upto Two	Count	81	87	20	188
		% within Number of members in the family	43.1%	46.3%	10.6%	100.0%
		% within Ever come across adulteration in food items	4.4%	8.0%	7.6%	5.9%
	Three	Count	347	207	58	612
		% within Number of members in the family	56.7%	33.8%	9.5%	100.0%
		% within Ever come across adulteration in food items	18.7%	19.1%	22.1%	19.1%
	Four	Count	718	404	98	1220
		% within Number of members in the family	58.9%	33.1%	8.0%	100.0%
		% within Ever come across adulteration in food items	38.7%	37.3%	37.4%	38.1%
	Five	Count	442	233	53	728
		% within Number of members in the family	60.7%	32.0%	7.3%	100.0%
		% within Ever come across adulteration in food items	23.8%	21.5%	20.2%	22.8%
Sex	Count	158	94	19	271	
	% within Number of members in the family	58.3%	34.7%	7.0%	100.0%	
	% within Ever come across adulteration in food items	8.5%	8.7%	7.3%	8.5%	
Seven and above	Count	108	59	14	181	
	% within Number of members in the family	59.7%	32.6%	7.7%	100.0%	
	% within Ever come across adulteration in food items	5.8%	5.4%	5.3%	5.7%	
Total		Count	1854	1084	262	3200

% within Number of members in the family	57.9%	33.9%	8.2%	100.0%
% within Ever come across adulteration in food items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.094(a)	10	.015
Likelihood Ratio	21.787	10	.016
Linear-by-Linear Association	8.561	1	.003
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.82.

Number of members in the family * Ever come across spurious medicines

Crosstab

			Ever come across spurious medicines			Total
			Yes	No	No opinion	
Number of members in the family	Upto Two	Count	57	107	24	188
		% within Number of members in the family	30.3%	56.9%	12.8%	100.0%
		% within Ever come across spurious medicines	4.4%	6.9%	6.8%	5.9%
	Three	Count	235	302	75	612
		% within Number of members in the family	38.4%	49.3%	12.3%	100.0%
		% within Ever come across spurious medicines	18.2%	19.4%	21.2%	19.1%
	Four	Count	499	583	138	1220
		% within Number of members in the family	40.9%	47.8%	11.3%	100.0%
		% within Ever come across spurious medicines	38.6%	37.5%	39.0%	38.1%
	Five	Count	296	361	71	728
		% within Number of members in the family	40.7%	49.6%	9.8%	100.0%
		% within Ever come across spurious medicines	22.9%	23.2%	20.1%	22.8%

Total	Sex	Count	124	120	27	271
		% within Number of members in the family	45.8%	44.3%	10.0%	100.0%
		% within Ever come across spurious medicines	9.6%	7.7%	7.6%	8.5%
	Seven and above	Count	81	81	19	181
		% within Number of members in the family	44.8%	44.8%	10.5%	100.0%
		% within Ever come across spurious medicines	6.3%	5.2%	5.4%	5.7%
		Count	1292	1554	354	3200
		% within Number of members in the family	40.4%	48.6%	11.1%	100.0%
		% within Ever come across spurious medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.678(a)	10	.109
Likelihood Ratio	15.936	10	.101
Linear-by-Linear Association	9.560	1	.002
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.02.

Number of members in the family * Complain if prices of goods is more

Crosstab

			Complain if prices of goods is more			Total
			Shop Keeper	Main Supplier	Authority	
Number of members in the family	Upto Two	Count	89	16	14	119
		% within Number of members in the family	74.8%	13.4%	11.8%	100.0%
		% within Complain if prices of goods is more	4.5%	5.0%	6.5%	4.8%
	Three	Count	385	54	39	478
		% within Number of members in the family	80.5%	11.3%	8.2%	100.0%
		% within Complain if prices of goods is more	19.7%	16.7%	18.0%	19.1%
	Four	Count	745	135	80	960

	% within Number of members in the family	77.6%	14.1%	8.3%	100.0%
	% within Complain if prices of goods is more	38.0%	41.8%	36.9%	38.4%
Five	Count	464	67	50	581
	% within Number of members in the family	79.9%	11.5%	8.6%	100.0%
	% within Complain if prices of goods is more	23.7%	20.7%	23.0%	23.2%
Sex	Count	164	32	22	218
	% within Number of members in the family	75.2%	14.7%	10.1%	100.0%
	% within Complain if prices of goods is more	8.4%	9.9%	10.1%	8.7%
Seven and above	Count	112	19	12	143
	% within Number of members in the family	78.3%	13.3%	8.4%	100.0%
	% within Complain if prices of goods is more	5.7%	5.9%	5.5%	5.7%
Total	Count	1959	323	217	2499
	% within Number of members in the family	78.4%	12.9%	8.7%	100.0%
	% within Complain if prices of goods is more	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.470(a)	10	.774
Likelihood Ratio	6.350	10	.785
Linear-by-Linear Association	.035	1	.851
N of Valid Cases	2499		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.33.

Number of members in the family * Response to complaint

Crosstab

			Response to complaint			Total
			Satisfactory	Not Satisfactory	No Response	
Number of	Upto Two	Count	20	35	64	119

members in the family	% within Number of members in the family	16.8%	29.4%	53.8%	100.0%
	% within Response to complaint	4.2%	3.9%	5.7%	4.8%
Three	Count	95	170	213	478
	% within Number of members in the family	19.9%	35.6%	44.6%	100.0%
Four	% within Response to complaint	20.1%	18.8%	19.0%	19.1%
	Count	167	343	450	960
Five	% within Number of members in the family	17.4%	35.7%	46.9%	100.0%
	% within Response to complaint	35.3%	38.0%	40.0%	38.4%
Six	Count	122	211	248	581
	% within Number of members in the family	21.0%	36.3%	42.7%	100.0%
Sex	% within Response to complaint	25.8%	23.4%	22.1%	23.2%
	Count	42	77	99	218
Seven and above	% within Number of members in the family	19.3%	35.3%	45.4%	100.0%
	% within Response to complaint	8.9%	8.5%	8.8%	8.7%
Total	Count	27	66	50	143
	% within Number of members in the family	18.9%	46.2%	35.0%	100.0%
	% within Response to complaint	5.7%	7.3%	4.4%	5.7%
	Count	473	902	1124	2499
	% within Number of members in the family	18.9%	36.1%	45.0%	100.0%
	% within Response to complaint	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.340(a)	10	.120
Likelihood Ratio	15.254	10	.123
Linear-by-Linear Association	3.820	1	.051
N of Valid Cases	2499		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.52.

Number of members in the family * Aware of rights as consumers

Crosstab

			Aware of rights as consumers			Total
			Yes	No	No opinion	
Number of members in the family	Upto Two	Count	80	87	21	188
		% within Number of members in the family	42.6%	46.3%	11.2%	100.0%
		% within Aware of rights as consumers	4.9%	6.7%	7.8%	5.9%
	Three	Count	325	242	45	612
		% within Number of members in the family	53.1%	39.5%	7.4%	100.0%
		% within Aware of rights as consumers	19.8%	18.8%	16.7%	19.1%
	Four	Count	629	489	102	1220
		% within Number of members in the family	51.6%	40.1%	8.4%	100.0%
		% within Aware of rights as consumers	38.3%	37.9%	37.8%	38.1%
	Five	Count	387	279	62	728
		% within Number of members in the family	53.2%	38.3%	8.5%	100.0%
		% within Aware of rights as consumers	23.6%	21.6%	23.0%	22.8%
Sex	Count	134	112	25	271	
	% within Number of members in the family	49.4%	41.3%	9.2%	100.0%	
	% within Aware of rights as consumers	8.2%	8.7%	9.3%	8.5%	
Seven and above	Count	86	80	15	181	
	% within Number of members in the family	47.5%	44.2%	8.3%	100.0%	
	% within Aware of rights as consumers	5.2%	6.2%	5.6%	5.7%	
Total	Count	1641	1289	270	3200	
	% within Number of members in the family	51.3%	40.3%	8.4%	100.0%	
	% within Aware of rights as consumers	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.351(a)	10	.410
Likelihood Ratio	10.319	10	.413
Linear-by-Linear Association	.011	1	.917
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.27.

Number of members in the family * If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights

Crosstab

			If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights			Total
			Yes	No	No opinion	
Number of members in the family	Upto Two	Count	119	32	37	188
		% within Number of members in the family	63.3%	17.0%	19.7%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	5.5%	5.2%	8.5%	5.9%
	Three	Count	423	107	82	612
		% within Number of members in the family	69.1%	17.5%	13.4%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	19.6%	17.4%	18.9%	19.1%
	Four	Count	833	225	162	1220
		% within Number of members in the family	68.3%	18.4%	13.3%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	38.7%	36.6%	37.4%	38.1%
	Five	Count	484	161	83	728

		% within Number of members in the family	66.5%	22.1%	11.4%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	22.5%	26.2%	19.2%	22.8%
	Sex	Count	174	55	42	271
		% within Number of members in the family	64.2%	20.3%	15.5%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	8.1%	9.0%	9.7%	8.5%
	Seven and above	Count	120	34	27	181
		% within Number of members in the family	66.3%	18.8%	14.9%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	5.6%	5.5%	6.2%	5.7%
Total		Count	2153	614	433	3200
		% within Number of members in the family	67.3%	19.2%	13.5%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.379(a)	10	.119
Likelihood Ratio	14.728	10	.142
Linear-by-Linear Association	.008	1	.928
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.49.

Number of members in the family * Ready to join such forums for the redressal of grievance

Crosstab

			Ready to join such forums for the redressal of grievance			
			Yes	No	No opinion	Total
Number of members in the family	Upto Two	Count	81	26	12	119
		% within Number of members in the family	68.1%	21.8%	10.1%	100.0%
		% within Ready to join such forums for the redressal of grievance	5.7%	5.4%	4.9%	5.5%
	Three	Count	288	88	47	423
		% within Number of members in the family	68.1%	20.8%	11.1%	100.0%
		% within Ready to join such forums for the redressal of grievance	20.2%	18.4%	19.0%	19.6%
	Four	Count	530	200	103	833
		% within Number of members in the family	63.6%	24.0%	12.4%	100.0%
		% within Ready to join such forums for the redressal of grievance	37.1%	41.8%	41.7%	38.7%
	Five	Count	325	109	50	484
		% within Number of members in the family	67.1%	22.5%	10.3%	100.0%
		% within Ready to join such forums for the redressal of grievance	22.8%	22.8%	20.2%	22.5%
Sex	Count	120	35	19	174	
	% within Number of members in the family	69.0%	20.1%	10.9%	100.0%	
	% within Ready to join such forums for the redressal of grievance	8.4%	7.3%	7.7%	8.1%	
Seven and above	Count	83	21	16	120	
	% within Number of members in the family	69.2%	17.5%	13.3%	100.0%	
	% within Ready to join such forums for the redressal of grievance	5.8%	4.4%	6.5%	5.6%	
Total	Count	1427	479	247	2153	

% within Number of members in the family	66.3%	22.2%	11.5%	100.0%
% within Ready to join such forums for the redressal of grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.486(a)	10	.773
Likelihood Ratio	6.576	10	.765
Linear-by-Linear Association	.044	1	.834
N of Valid Cases	2153		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.65.

Number of members in the family * Aware of legal remedy available for the redressal of grievances

Crosstab

		Aware of legal remedy available for the redressal of grievances			Total	
		Yes	No	No opinion		
Number of members in the family	Upto Two	Count	76	87	25	188
		% within Number of members in the family	40.4%	46.3%	13.3%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	4.4%	7.3%	9.3%	5.9%
	Three	Count	325	235	52	612
		% within Number of members in the family	53.1%	38.4%	8.5%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	18.8%	19.6%	19.4%	19.1%
Four	Count	674	450	96	1220	
	% within Number of members in the family	55.2%	36.9%	7.9%	100.0%	
	% within Aware of legal remedy available for the redressal of grievances	38.9%	37.5%	35.8%	38.1%	
Five	Count	404	270	54	728	

		% within Number of members in the family	55.5%	37.1%	7.4%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	23.3%	22.5%	20.1%	22.8%
	Sex	Count	155	93	23	271
		% within Number of members in the family	57.2%	34.3%	8.5%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	8.9%	7.8%	8.6%	8.5%
	Seven and above	Count	99	64	18	181
		% within Number of members in the family	54.7%	35.4%	9.9%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	5.7%	5.3%	6.7%	5.7%
Total		Count	1733	1199	268	3200
		% within Number of members in the family	54.2%	37.5%	8.4%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.914(a)	10	.030
Likelihood Ratio	19.467	10	.035
Linear-by-Linear Association	5.697	1	.017
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.16.

Number of members in the family * Media can play an important role in increasing consumer awareness

Crosstab

		Media can play an important role in increasing consumer awareness			Total
		Yes	No	No opinion	

Number of members in the family	Upto Two	Count	96	62	30	188	
		% within Number of members in the family	51.1%	33.0%	16.0%	100.0%	
		% within Media can play an important role in increasing consumer awareness	5.2%	6.7%	7.0%	5.9%	
		Three	Count	351	175	86	612
			% within Number of members in the family	57.4%	28.6%	14.1%	100.0%
			% within Media can play an important role in increasing consumer awareness	18.9%	19.0%	20.1%	19.1%
	Four		Count	704	359	157	1220
			% within Number of members in the family	57.7%	29.4%	12.9%	100.0%
			% within Media can play an important role in increasing consumer awareness	38.0%	39.1%	36.8%	38.1%
		Five	Count	436	201	91	728
			% within Number of members in the family	59.9%	27.6%	12.5%	100.0%
			% within Media can play an important role in increasing consumer awareness	23.5%	21.9%	21.3%	22.8%
	Sex		Count	161	74	36	271
			% within Number of members in the family	59.4%	27.3%	13.3%	100.0%
			% within Media can play an important role in increasing consumer awareness	8.7%	8.1%	8.4%	8.5%
		Seven and above	Count	106	48	27	181
			% within Number of members in the family	58.6%	26.5%	14.9%	100.0%
			% within Media can play an important role in increasing	5.7%	5.2%	6.3%	5.7%

		consumer awareness				
Total	Count		1854	919	427	3200
	% within Number of members in the family		57.9%	28.7%	13.3%	100.0%
	% within Media can play an important role in increasing consumer awareness		100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.506(a)	10	.771
Likelihood Ratio	6.460	10	.775
Linear-by-Linear Association	1.907	1	.167
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.15.

Number of members in the family * Watched some TV programmes about the product analysis and related matters for the guidance of the consumers

Crosstab

		Watched some TV programmes about the product analysis and related matters for the guidance of the consumers			Total
		Yes	No	No opinion	
Number of members in the family	Upto Two	Count 78	77	33	188
		% within Number of members in the family 41.5%	41.0%	17.6%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers 5.3%	5.6%	9.2%	5.9%
	Three	Count 262	287	63	612
		% within Number of members in the family 42.8%	46.9%	10.3%	100.0%

		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	17.8%	20.9%	17.6%	19.1%
	Four	Count	561	526	133	1220
		% within Number of members in the family	46.0%	43.1%	10.9%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	38.1%	38.4%	37.3%	38.1%
	Five	Count	351	300	77	728
		% within Number of members in the family	48.2%	41.2%	10.6%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	23.8%	21.9%	21.6%	22.8%
	Sex	Count	131	107	33	271
		% within Number of members in the family	48.3%	39.5%	12.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	8.9%	7.8%	9.2%	8.5%
	Seven and above	Count	89	74	18	181
		% within Number of members in the family	49.2%	40.9%	9.9%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	6.0%	5.4%	5.0%	5.7%
Total		Count	1472	1371	357	3200
		% within Number of members in the family	46.0%	42.8%	11.2%	100.0%

% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.617(a)	10	.111
Likelihood Ratio	14.593	10	.148
Linear-by-Linear Association	5.489	1	.019
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.19.

Number of members in the family * Aware of the existing law for protecting the Consumer

Crosstab

		Aware of the existing law for protecting the Consumer			Total	
		Yes	No	No opinion		
Number of members in the family	Upto Two	Count	52	111	25	188
		% within Number of members in the family	27.7%	59.0%	13.3%	100.0%
		% within Aware of the existing law for protecting the Consumer	4.9%	6.1%	7.8%	5.9%
Three		Count	199	349	64	612
		% within Number of members in the family	32.5%	57.0%	10.5%	100.0%
		% within Aware of the existing law for protecting the Consumer	18.8%	19.1%	20.1%	19.1%
Four		Count	387	715	118	1220
		% within Number of members in the family	31.7%	58.6%	9.7%	100.0%
		% within Aware of the existing law for protecting the Consumer	36.6%	39.2%	37.0%	38.1%
Five		Count	266	400	62	728
		% within Number of members in the family	36.5%	54.9%	8.5%	100.0%

		% within Aware of the existing law for protecting the Consumer	25.2%	21.9%	19.4%	22.8%
	Sex	Count	93	149	29	271
		% within Number of members in the family	34.3%	55.0%	10.7%	100.0%
		% within Aware of the existing law for protecting the Consumer	8.8%	8.2%	9.1%	8.5%
	Seven and above	Count	59	101	21	181
		% within Number of members in the family	32.6%	55.8%	11.6%	100.0%
		% within Aware of the existing law for protecting the Consumer	5.6%	5.5%	6.6%	5.7%
Total		Count	1056	1825	319	3200
		% within Number of members in the family	33.0%	57.0%	10.0%	100.0%
		% within Aware of the existing law for protecting the Consumer	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.169(a)	10	.345
Likelihood Ratio	11.031	10	.355
Linear-by-Linear Association	2.594	1	.107
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.04.

Number of members in the family * Aware of consumer courts for redressal of grievances of the consumers

Crosstab

		Count	Aware of consumer courts for redressal of grievances of the consumers			Total
			Yes	No	No opinion	
Number of members in the family	Upto Two	% within Number of members in the family	75 39.9%	90 47.9%	23 12.2%	188 100.0%

	% within	Aware of				
		consumer courts for				
		redressal of	4.7%	6.6%	8.7%	5.9%
		grievances of the				
		consumers				
Three	Count		305	257	50	612
	% within	Number	49.8%	42.0%	8.2%	100.0%
		of members in the				
		family				
	% within	Aware of	19.3%	19.0%	18.9%	19.1%
		consumer courts for				
		redressal of				
		grievances of the				
		consumers				
Four	Count		607	513	100	1220
	% within	Number	49.8%	42.0%	8.2%	100.0%
		of members in the				
		family				
	% within	Aware of	38.4%	37.9%	37.7%	38.1%
		consumer courts for				
		redressal of				
		grievances of the				
		consumers				
Five	Count		373	295	60	728
	% within	Number	51.2%	40.5%	8.2%	100.0%
		of members in the				
		family				
	% within	Aware of	23.6%	21.8%	22.6%	22.8%
		consumer courts for				
		redressal of				
		grievances of the				
		consumers				
Sex	Count		132	122	17	271
	% within	Number	48.7%	45.0%	6.3%	100.0%
		of members in the				
		family				
	% within	Aware of	8.3%	9.0%	6.4%	8.5%
		consumer courts for				
		redressal of				
		grievances of the				
		consumers				
Seven and above	Count		89	77	15	181
	% within	Number	49.2%	42.5%	8.3%	100.0%
		of members in the				
		family				
	% within	Aware of	5.6%	5.7%	5.7%	5.7%
		consumer courts for				
		redressal of				
		grievances of the				
		consumers				
Total	Count		1581	1354	265	3200
	% within	Number	49.4%	42.3%	8.3%	100.0%
		of members in the				
		family				
	% within	Aware of	100.0%	100.0%	100.0%	100.0%
		consumer courts for				
		redressal of				
		grievances of the				

consumers				
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.337(a)	10	.332
Likelihood Ratio	11.181	10	.344
Linear-by-Linear Association	2.376	1	.123
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.99.

Number of members in the family * If aware of consumer court, ever filled a case in the consumer court

Crosstab

		If aware of consumer court, ever filled a case in the consumer court			Total
		Yes	No	No opinion	
Number of members in the family	Upto Two	Count 5	69	1	75
		% within Number of members in the family 6.7%	92.0%	1.3%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court 4.8%	4.9%	1.6%	4.7%
Three		Count 23	268	14	305
		% within Number of members in the family 7.5%	87.9%	4.6%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court 21.9%	19.0%	22.2%	19.3%
Four		Count 41	545	21	607
		% within Number of members in the family 6.8%	89.8%	3.5%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court 39.0%	38.6%	33.3%	38.4%
Five		Count 19	341	13	373
		% within Number of members in the family 5.1%	91.4%	3.5%	100.0%

		% within If aware of consumer court, ever filled a case in the consumer court	18.1%	24.1%	20.6%	23.6%
	Sex	Count	13	112	7	132
		% within Number of members in the family	9.8%	84.8%	5.3%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	12.4%	7.9%	11.1%	8.3%
	Seven and above	Count	4	78	7	89
		% within Number of members in the family	4.5%	87.6%	7.9%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	3.8%	5.5%	11.1%	5.6%
Total		Count	105	1413	63	1581
		% within Number of members in the family	6.6%	89.4%	4.0%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.241(a)	10	.339
Likelihood Ratio	10.836	10	.370
Linear-by-Linear Association	1.725	1	.189
N of Valid Cases	1581		

a 3 cells (16.7%) have expected count less than 5. The minimum expected count is 2.99.

Number of members in the family * If files case, consumer court able to redress grievance

Crosstab

			If files case, consumer court able to redress grievance			Total
			Yes	No	No opinion	
Number of members in the family	Upto Two	Count	2	3	0	5
		% within Number of members in the family	40.0%	60.0%	.0%	100.0%
		% within If files case, consumer court able to	3.3%	9.7%	.0%	4.8%

	redress grievance				
Three	Count	11	8	4	23
	% within Number of members in the family	47.8%	34.8%	17.4%	100.0%
	% within If files case, consumer court able to redress grievance	18.3%	25.8%	28.6%	21.9%
Four	Count	27	9	5	41
	% within Number of members in the family	65.9%	22.0%	12.2%	100.0%
	% within If files case, consumer court able to redress grievance	45.0%	29.0%	35.7%	39.0%
Five	Count	12	5	2	19
	% within Number of members in the family	63.2%	26.3%	10.5%	100.0%
	% within If files case, consumer court able to redress grievance	20.0%	16.1%	14.3%	18.1%
Sex	Count	6	5	2	13
	% within Number of members in the family	46.2%	38.5%	15.4%	100.0%
	% within If files case, consumer court able to redress grievance	10.0%	16.1%	14.3%	12.4%
Seven and above	Count	2	1	1	4
	% within Number of members in the family	50.0%	25.0%	25.0%	100.0%
	% within If files case, consumer court able to redress grievance	3.3%	3.2%	7.1%	3.8%
Total	Count	60	31	14	105
	% within Number of members in the family	57.1%	29.5%	13.3%	100.0%
	% within If files case, consumer court able to redress grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.164(a)	10	.801

Likelihood Ratio	6.446	10	.776
Linear-by-Linear Association	.004	1	.953
N of Valid Cases	105		

a 10 cells (55.6%) have expected count less than 5. The minimum expected count is .53.

Monthly Income * Buy branded food items and medicines

Crosstab

		Buy branded food items and medicines			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	405	341	86	832
		% within Monthly Income	48.7%	41.0%	10.3%	100.0%
		% within Buy branded food items and medicines	19.0%	37.8%	50.6%	26.0%
	5001-10000	Count	616	313	50	979
		% within Monthly Income	62.9%	32.0%	5.1%	100.0%
		% within Buy branded food items and medicines	29.0%	34.7%	29.4%	30.6%
	10001-15000	Count	348	102	13	463
		% within Monthly Income	75.2%	22.0%	2.8%	100.0%
		% within Buy branded food items and medicines	16.4%	11.3%	7.6%	14.5%
	15001-20000	Count	251	64	10	325
		% within Monthly Income	77.2%	19.7%	3.1%	100.0%
		% within Buy branded food items and medicines	11.8%	7.1%	5.9%	10.2%
	20001-25000	Count	258	52	10	320
		% within Monthly Income	80.6%	16.3%	3.1%	100.0%
		% within Buy branded food items and medicines	12.1%	5.8%	5.9%	10.0%
	Above 25000	Count	249	31	1	281
		% within Monthly Income	88.6%	11.0%	.4%	100.0%
		% within Buy branded food items and medicines	11.7%	3.4%	.6%	8.8%

Total	Count	2127	903	170	3200
	% within Monthly Income	66.5%	28.2%	5.3%	100.0%
	% within Buy branded food items and medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	260.044(a)	10	.000
Likelihood Ratio	271.361	10	.000
Linear-by-Linear Association	219.376	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.93.

Monthly Income * Examine the expiry date of the items

Crosstab

		Examine the expiry date of the items			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	492	305	35	832
		% within Monthly Income	59.1%	36.7%	4.2%	100.0%
		% within Examine the expiry date of the items	20.1%	45.6%	40.7%	26.0%
	5001-10000	Count	756	195	28	979
		% within Monthly Income	77.2%	19.9%	2.9%	100.0%
		% within Examine the expiry date of the items	30.9%	29.1%	32.6%	30.6%
	10001-15000	Count	387	70	6	463
		% within Monthly Income	83.6%	15.1%	1.3%	100.0%
		% within Examine the expiry date of the items	15.8%	10.5%	7.0%	14.5%
	15001-20000	Count	281	35	9	325
		% within Monthly Income	86.5%	10.8%	2.8%	100.0%
		% within Examine the expiry date of the items	11.5%	5.2%	10.5%	10.2%
20001-25000	Count	281	34	5	320	

	% within Monthly Income	87.8%	10.6%	1.6%	100.0%
	% within Examine the expiry date of the items	11.5%	5.1%	5.8%	10.0%
Above 25000	Count	248	30	3	281
	% within Monthly Income	88.3%	10.7%	1.1%	100.0%
	% within Examine the expiry date of the items	10.1%	4.5%	3.5%	8.8%
Total	Count	2445	669	86	3200
	% within Monthly Income	76.4%	20.9%	2.7%	100.0%
	% within Examine the expiry date of the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	218.301(a)	10	.000
Likelihood Ratio	213.816	10	.000
Linear-by-Linear Association	139.312	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.55.

Monthly Income * Check the MRP before buying a product

Crosstab

		Check the MRP before buying a product			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	523	255	54	832
		% within Monthly Income	62.9%	30.6%	6.5%	100.0%
	5001-10000	% within Check the MRP before buying a product	21.3%	41.5%	42.2%	26.0%
		Count	766	182	31	979
		% within Monthly Income	78.2%	18.6%	3.2%	100.0%
		% within Check the MRP before buying a product	31.2%	29.6%	24.2%	30.6%
	10001-15000	Count	393	56	14	463
		% within Monthly Income	84.9%	12.1%	3.0%	100.0%

		% within Check the MRP before buying a product	16.0%	9.1%	10.9%	14.5%
	15001-20000	Count	261	48	16	325
		% within Monthly Income	80.3%	14.8%	4.9%	100.0%
		% within Check the MRP before buying a product	10.6%	7.8%	12.5%	10.2%
	20001-25000	Count	267	44	9	320
		% within Monthly Income	83.4%	13.8%	2.8%	100.0%
		% within Check the MRP before buying a product	10.9%	7.2%	7.0%	10.0%
	Above 25000	Count	247	30	4	281
		% within Monthly Income	87.9%	10.7%	1.4%	100.0%
		% within Check the MRP before buying a product	10.1%	4.9%	3.1%	8.8%
Total		Count	2457	615	128	3200
		% within Monthly Income	76.8%	19.2%	4.0%	100.0%
		% within Check the MRP before buying a product	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	142.297(a)	10	.000
Likelihood Ratio	139.158	10	.000
Linear-by-Linear Association	78.856	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.24.

Monthly Income * Charged the MRP or more than/less than the MRP

Crosstab

			Charged the MRP or more than/less than the MRP			Total
			Yes	No	No opinion	
Monthly Income	Below 5000	Count	197	464	171	832
		% within Monthly Income	23.7%	55.8%	20.6%	100.0%
		% within Charged the MRP or more than/less than the MRP	26.2%	22.7%	42.0%	26.0%

5001-10000	Count	226	663	90	979
	% within Monthly Income	23.1%	67.7%	9.2%	100.0%
10001-15000	Count	115	300	48	463
	% within Monthly Income	24.8%	64.8%	10.4%	100.0%
15001-20000	Count	71	229	25	325
	% within Monthly Income	21.8%	70.5%	7.7%	100.0%
20001-25000	Count	74	199	47	320
	% within Monthly Income	23.1%	62.2%	14.7%	100.0%
Above 25000	Count	70	185	26	281
	% within Monthly Income	24.9%	65.8%	9.3%	100.0%
Total	Count	753	2040	407	3200
	% within Monthly Income	23.5%	63.8%	12.7%	100.0%
	% within Charged the MRP or more than/less than the MRP	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76.308(a)	10	.000
Likelihood Ratio	72.654	10	.000
Linear-by-Linear Association	6.249	1	.012

N of Valid Cases

3200

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 35.74.

Monthly Income * Check the weight of the products mentioned on the items

Crosstab

			Check the weight of the products mentioned on the items			Total
			Yes	No	No opinion	
Monthly Income	Below 5000	Count	360	440	32	832
		% within Monthly Income	43.3%	52.9%	3.8%	100.0%
		% within Check the weight of the products mentioned on the items	22.5%	30.0%	24.2%	26.0%
	5001-10000	Count	540	391	48	979
		% within Monthly Income	55.2%	39.9%	4.9%	100.0%
		% within Check the weight of the products mentioned on the items	33.8%	26.6%	36.4%	30.6%
	10001-15000	Count	235	213	15	463
		% within Monthly Income	50.8%	46.0%	3.2%	100.0%
		% within Check the weight of the products mentioned on the items	14.7%	14.5%	11.4%	14.5%
	15001-20000	Count	177	132	16	325
		% within Monthly Income	54.5%	40.6%	4.9%	100.0%
		% within Check the weight of the products mentioned on the items	11.1%	9.0%	12.1%	10.2%
	20001-25000	Count	160	146	14	320
		% within Monthly Income	50.0%	45.6%	4.4%	100.0%
		% within Check the weight of the products mentioned on the items	10.0%	9.9%	10.6%	10.0%
	Above 25000	Count	128	146	7	281
		% within Monthly Income	45.6%	52.0%	2.5%	100.0%

Total	% within Check the weight of the products mentioned on the items	8.0%	9.9%	5.3%	8.8%
	Count	1600	1468	132	3200
	% within Monthly Income	50.0%	45.9%	4.1%	100.0%
	% within Check the weight of the products mentioned on the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.712(a)	10	.000
Likelihood Ratio	41.077	10	.000
Linear-by-Linear Association	.958	1	.328
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.59.

Monthly Income * Check the prices of goods buy from alternative sources

Crosstab

		Check the prices of goods buy from alternative sources			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	417	371	44	832
		% within Monthly Income	50.1%	44.6%	5.3%	100.0%
		% within Check the prices of goods buy from alternative sources	22.8%	30.5%	28.9%	26.0%
	5001-10000	Count	588	337	54	979
		% within Monthly Income	60.1%	34.4%	5.5%	100.0%
		% within Check the prices of goods buy from alternative sources	32.1%	27.7%	35.5%	30.6%
	10001-15000	Count	283	166	14	463
		% within Monthly Income	61.1%	35.9%	3.0%	100.0%
		% within Check the prices of goods buy from	15.5%	13.6%	9.2%	14.5%

	alternative sources				
15001-20000	Count	193	120	12	325
	% within Monthly Income	59.4%	36.9%	3.7%	100.0%
	% within Check the prices of goods buy from alternative sources	10.5%	9.9%	7.9%	10.2%
20001-25000	Count	193	111	16	320
	% within Monthly Income	60.3%	34.7%	5.0%	100.0%
	% within Check the prices of goods buy from alternative sources	10.5%	9.1%	10.5%	10.0%
Above 25000	Count	157	112	12	281
	% within Monthly Income	55.9%	39.9%	4.3%	100.0%
	% within Check the prices of goods buy from alternative sources	8.6%	9.2%	7.9%	8.8%
Total	Count	1831	1217	152	3200
	% within Monthly Income	57.2%	38.0%	4.8%	100.0%
	% within Check the prices of goods buy from alternative sources	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.035(a)	10	.001
Likelihood Ratio	31.371	10	.001
Linear-by-Linear Association	5.794	1	.016
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.35.

Monthly Income * Ever come across adulteration in food items

Crosstab

		Ever come across adulteration in food items			Total
		Yes	No	No opinion	

Monthly Income	Below 5000	Count	402	368	62	832
		% within Monthly Income	48.3%	44.2%	7.5%	100.0%
		% within Ever come across adulteration in food items	21.7%	33.9%	23.7%	26.0%
		Count	554	343	82	979
	5001-10000	% within Monthly Income	56.6%	35.0%	8.4%	100.0%
		% within Ever come across adulteration in food items	29.9%	31.6%	31.3%	30.6%
	10001-15000	Count	288	141	34	463
		% within Monthly Income	62.2%	30.5%	7.3%	100.0%
		% within Ever come across adulteration in food items	15.5%	13.0%	13.0%	14.5%
		Count	211	87	27	325
	15001-20000	% within Monthly Income	64.9%	26.8%	8.3%	100.0%
		% within Ever come across adulteration in food items	11.4%	8.0%	10.3%	10.2%
	20001-25000	Count	195	89	36	320
		% within Monthly Income	60.9%	27.8%	11.3%	100.0%
		% within Ever come across adulteration in food items	10.5%	8.2%	13.7%	10.0%
		Count	204	56	21	281
	Above 25000	% within Monthly Income	72.6%	19.9%	7.5%	100.0%
		% within Ever come across adulteration in food items	11.0%	5.2%	8.0%	8.8%
Total		Count	1854	1084	262	3200
		% within Monthly Income	57.9%	33.9%	8.2%	100.0%
		% within Ever come across adulteration in food items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	86.331(a)	10	.000
Likelihood Ratio	87.007	10	.000

Linear-by-Linear Association	29.047	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.01.

Monthly Income * Ever come across spurious medicines

Crosstab

			Ever come across spurious medicines			Total
			Yes	No	No opinion	
Monthly Income	Below 5000	Count	269	489	74	832
		% within Monthly Income	32.3%	58.8%	8.9%	100.0%
		% within Ever come across spurious medicines	20.8%	31.5%	20.9%	26.0%
	5001-10000	Count	362	501	116	979
		% within Monthly Income	37.0%	51.2%	11.8%	100.0%
		% within Ever come across spurious medicines	28.0%	32.2%	32.8%	30.6%
	10001-15000	Count	186	224	53	463
		% within Monthly Income	40.2%	48.4%	11.4%	100.0%
		% within Ever come across spurious medicines	14.4%	14.4%	15.0%	14.5%
	15001-20000	Count	152	133	40	325
		% within Monthly Income	46.8%	40.9%	12.3%	100.0%
		% within Ever come across spurious medicines	11.8%	8.6%	11.3%	10.2%
	20001-25000	Count	155	121	44	320
		% within Monthly Income	48.4%	37.8%	13.8%	100.0%
		% within Ever come across spurious medicines	12.0%	7.8%	12.4%	10.0%
	Above 25000	Count	168	86	27	281
		% within Monthly Income	59.8%	30.6%	9.6%	100.0%
		% within Ever come across spurious medicines	13.0%	5.5%	7.6%	8.8%
Total		Count	1292	1554	354	3200

% within Monthly Income	40.4%	48.6%	11.1%	100.0%
% within Ever come across spurious medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	107.455(a)	10	.000
Likelihood Ratio	107.285	10	.000
Linear-by-Linear Association	37.959	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 31.09.

Monthly Income * Complain if prices of goods is more

Crosstab

			Complain if prices of goods is more			Total
			Shop Keeper	Main Supplier	Authority	
Monthly Income	Below 5000	Count	495	68	46	609
		% within Monthly Income	81.3%	11.2%	7.6%	100.0%
	5001-10000	% within Complain if prices of goods is more	25.3%	21.1%	21.2%	24.4%
		Count	626	81	56	763
	10001-15000	% within Monthly Income	82.0%	10.6%	7.3%	100.0%
		% within Complain if prices of goods is more	32.0%	25.1%	25.8%	30.5%
	15001-20000	Count	286	47	34	367
		% within Monthly Income	77.9%	12.8%	9.3%	100.0%
	20001-25000	% within Complain if prices of goods is more	14.6%	14.6%	15.7%	14.7%
		Count	189	50	25	264
		% within Monthly Income	71.6%	18.9%	9.5%	100.0%
		% within Complain if prices of goods is more	9.6%	15.5%	11.5%	10.6%
		Count	194	38	21	253
		% within	76.7%	15.0%	8.3%	100.0%

	Monthly Income				
	% within				
	Complain if	9.9%	11.8%	9.7%	10.1%
	prices of goods				
	is more				
Above 25000	Count	169	39	35	243
	% within				
	Monthly Income	69.5%	16.0%	14.4%	100.0%
	% within				
	Complain if	8.6%	12.1%	16.1%	9.7%
	prices of goods				
	is more				
Total	Count	1959	323	217	2499
	% within				
	Monthly Income	78.4%	12.9%	8.7%	100.0%
	% within				
	Complain if	100.0%	100.0%	100.0%	100.0%
	prices of goods				
	is more				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.738(a)	10	.000
Likelihood Ratio	30.612	10	.001
Linear-by-Linear Association	19.140	1	.000
N of Valid Cases	2499		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.10.

Monthly Income * Response to complaint

Crosstab

		Response to complaint			Total	
		Satisfactory	Not Satisfactory	No Response		
Monthly Income	Below 5000	Count	104	229	276	609
		% within Monthly Income	17.1%	37.6%	45.3%	100.0%
		% within Response to complaint	22.0%	25.4%	24.6%	24.4%
	5001-10000	Count	152	274	337	763
		% within Monthly Income	19.9%	35.9%	44.2%	100.0%
		% within Response to complaint	32.1%	30.4%	30.0%	30.5%
	10001-15000	Count	80	125	162	367
		% within Monthly Income	21.8%	34.1%	44.1%	100.0%

		% within Response to complaint	16.9%	13.9%	14.4%	14.7%
	15001-20000	Count	47	96	121	264
		% within Monthly Income	17.8%	36.4%	45.8%	100.0%
		% within Response to complaint	9.9%	10.6%	10.8%	10.6%
	20001-25000	Count	47	99	107	253
		% within Monthly Income	18.6%	39.1%	42.3%	100.0%
		% within Response to complaint	9.9%	11.0%	9.5%	10.1%
	Above 25000	Count	43	79	121	243
		% within Monthly Income	17.7%	32.5%	49.8%	100.0%
		% within Response to complaint	9.1%	8.8%	10.8%	9.7%
Total		Count	473	902	1124	2499
		% within Monthly Income	18.9%	36.1%	45.0%	100.0%
		% within Response to complaint	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.700(a)	10	.658
Likelihood Ratio	7.646	10	.663
Linear-by-Linear Association	.161	1	.688
N of Valid Cases	2499		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 45.99.

Monthly Income * Aware of rights as consumers

Crosstab

			Aware of rights as consumers			Total
			Yes	No	No opinion	
Monthly Income	Below 5000	Count	335	412	85	832
		% within Monthly Income	40.3%	49.5%	10.2%	100.0%
	5001-10000	% within Aware of rights as consumers	20.4%	32.0%	31.5%	26.0%
		Count	455	436	88	979
		% within Monthly Income	46.5%	44.5%	9.0%	100.0%

	% within Aware of rights as consumers	27.7%	33.8%	32.6%	30.6%
10001-15000	Count	255	178	30	463
	% within Monthly Income	55.1%	38.4%	6.5%	100.0%
	% within Aware of rights as consumers	15.5%	13.8%	11.1%	14.5%
15001-20000	Count	191	104	30	325
	% within Monthly Income	58.8%	32.0%	9.2%	100.0%
	% within Aware of rights as consumers	11.6%	8.1%	11.1%	10.2%
20001-25000	Count	199	95	26	320
	% within Monthly Income	62.2%	29.7%	8.1%	100.0%
	% within Aware of rights as consumers	12.1%	7.4%	9.6%	10.0%
Above 25000	Count	206	64	11	281
	% within Monthly Income	73.3%	22.8%	3.9%	100.0%
	% within Aware of rights as consumers	12.6%	5.0%	4.1%	8.8%
Total	Count	1641	1289	270	3200
	% within Monthly Income	51.3%	40.3%	8.4%	100.0%
	% within Aware of rights as consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	133.872(a)	10	.000
Likelihood Ratio	137.455	10	.000
Linear-by-Linear Association	99.810	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.71.

Monthly Income * If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights

Crosstab

		If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	Total
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			Yes	No	No opinion	
Monthly Income	Below 5000	Count	527	172	133	832
		% within Monthly Income	63.3%	20.7%	16.0%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	24.5%	28.0%	30.7%	26.0%
	5001-10000	Count	644	179	156	979
		% within Monthly Income	65.8%	18.3%	15.9%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	29.9%	29.2%	36.0%	30.6%
	10001-15000	Count	326	83	54	463
		% within Monthly Income	70.4%	17.9%	11.7%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	15.1%	13.5%	12.5%	14.5%
	15001-20000	Count	223	68	34	325
		% within Monthly Income	68.6%	20.9%	10.5%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	10.4%	11.1%	7.9%	10.2%
	20001-25000	Count	216	71	33	320
		% within Monthly Income	67.5%	22.2%	10.3%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	10.0%	11.6%	7.6%	10.0%
	Above 25000	Count	217	41	23	281

Total	% within Monthly Income	77.2%	14.6%	8.2%	100.0%
	% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	10.1%	6.7%	5.3%	8.8%
	Count	2153	614	433	3200
	% within Monthly Income	67.3%	19.2%	13.5%	100.0%
Total	% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.727(a)	10	.000
Likelihood Ratio	34.781	10	.000
Linear-by-Linear Association	22.474	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.02.

Monthly Income * Ready to join such forums for the redressal of grievance

Crosstab

		Ready to join such forums for the redressal of grievance			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	357	115	55	527
		% within Monthly Income	67.7%	21.8%	10.4%	100.0%
		% within Ready to join such forums for the redressal of grievance	25.0%	24.0%	22.3%	24.5%
	5001-10000	Count	422	145	77	644
		% within Monthly Income	65.5%	22.5%	12.0%	100.0%
		% within Ready to join such forums for the	29.6%	30.3%	31.2%	29.9%

	redressal of grievance				
10001-15000	Count	207	83	36	326
	% within Monthly Income	63.5%	25.5%	11.0%	100.0%
	% within Ready to join such forums for the redressal of grievance	14.5%	17.3%	14.6%	15.1%
15001-20000	Count	137	54	32	223
	% within Monthly Income	61.4%	24.2%	14.3%	100.0%
	% within Ready to join such forums for the redressal of grievance	9.6%	11.3%	13.0%	10.4%
20001-25000	Count	147	44	25	216
	% within Monthly Income	68.1%	20.4%	11.6%	100.0%
	% within Ready to join such forums for the redressal of grievance	10.3%	9.2%	10.1%	10.0%
Above 25000	Count	157	38	22	217
	% within Monthly Income	72.4%	17.5%	10.1%	100.0%
	% within Ready to join such forums for the redressal of grievance	11.0%	7.9%	8.9%	10.1%
Total	Count	1427	479	247	2153
	% within Monthly Income	66.3%	22.2%	11.5%	100.0%
	% within Ready to join such forums for the redressal of grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.824(a)	10	.456
Likelihood Ratio	9.826	10	.456
Linear-by-Linear Association	.144	1	.704
N of Valid Cases	2153		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.78.

Monthly Income * Aware of legal remedy available for the redressal of grievances

Crosstab

		Aware of legal remedy available for the redressal of grievances			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	353	407	72	832
		% within Monthly Income	42.4%	48.9%	8.7%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	20.4%	33.9%	26.9%	26.0%
	5001-10000	Count	503	385	91	979
		% within Monthly Income	51.4%	39.3%	9.3%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	29.0%	32.1%	34.0%	30.6%
	10001-15000	Count	263	172	28	463
		% within Monthly Income	56.8%	37.1%	6.0%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	15.2%	14.3%	10.4%	14.5%
	15001-20000	Count	197	88	40	325
		% within Monthly Income	60.6%	27.1%	12.3%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	11.4%	7.3%	14.9%	10.2%
	20001-25000	Count	203	99	18	320
		% within Monthly Income	63.4%	30.9%	5.6%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	11.7%	8.3%	6.7%	10.0%
	Above 25000	Count	214	48	19	281
		% within Monthly Income	76.2%	17.1%	6.8%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	12.3%	4.0%	7.1%	8.8%
Total		Count	1733	1199	268	3200
		% within	54.2%	37.5%	8.4%	100.0%

Monthly Income % within Aware of legal remedy available for the redressal of grievances	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	143.863(a)	10	.000
Likelihood Ratio	148.999	10	.000
Linear-by-Linear Association	79.157	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.53.

Monthly Income * Media can play an important role in increasing consumer awareness

Crosstab

		Media can play an important role in increasing consumer awareness			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	387	319	126	832
		% within Monthly Income	46.5%	38.3%	15.1%	100.0%
		% within Media can play an important role in increasing consumer awareness	20.9%	34.7%	29.5%	26.0%
	5001-10000	Count	584	257	138	979
		% within Monthly Income	59.7%	26.3%	14.1%	100.0%
		% within Media can play an important role in increasing consumer awareness	31.5%	28.0%	32.3%	30.6%
	10001-15000	Count	288	120	55	463
		% within Monthly Income	62.2%	25.9%	11.9%	100.0%
		% within Media can play an important role in increasing consumer awareness	15.5%	13.1%	12.9%	14.5%
	15001-20000	Count	199	83	43	325
		% within Monthly Income	61.2%	25.5%	13.2%	100.0%
		% within Media can play an important role in increasing consumer awareness				

	Monthly Income % within Media can play an important role in increasing consumer awareness	10.7%	9.0%	10.1%	10.2%
20001-25000	Count	216	74	30	320
	% within Monthly Income % within Media can play an important role in increasing consumer awareness	67.5%	23.1%	9.4%	100.0%
Above 25000	Count	180	66	35	281
	% within Monthly Income % within Media can play an important role in increasing consumer awareness	64.1%	23.5%	12.5%	100.0%
Total	Count	1854	919	427	3200
	% within Monthly Income % within Media can play an important role in increasing consumer awareness	57.9%	28.7%	13.3%	100.0%
	Count	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.766(a)	10	.000
Likelihood Ratio	72.154	10	.000
Linear-by-Linear Association	31.922	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 37.50.

Monthly Income * Watched some TV programmes about the product analysis and related matters for the guidance of the consumers

Crosstab

		Watched some TV programmes about the product analysis and related matters for the guidance of the	Total
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		consumers				
			Yes	No	No opinion	
Monthly Income	Below 5000	Count	291	423	118	832
		% within Monthly Income	35.0%	50.8%	14.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	19.8%	30.9%	33.1%	26.0%
	5001-10000	Count	504	369	106	979
		% within Monthly Income	51.5%	37.7%	10.8%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	34.2%	26.9%	29.7%	30.6%
	10001-15000	Count	218	207	38	463
		% within Monthly Income	47.1%	44.7%	8.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	14.8%	15.1%	10.6%	14.5%
	15001-20000	Count	160	122	43	325
		% within Monthly Income	49.2%	37.5%	13.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	10.9%	8.9%	12.0%	10.2%
20001-25000	Count	159	126	35	320	
	% within Monthly Income	49.7%	39.4%	10.9%	100.0%	

		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	10.8%	9.2%	9.8%	10.0%
	Above 25000	Count	140	124	17	281
		% within Monthly Income	49.8%	44.1%	6.0%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	9.5%	9.0%	4.8%	8.8%
Total		Count	1472	1371	357	3200
		% within Monthly Income	46.0%	42.8%	11.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	71.443(a)	10	.000
Likelihood Ratio	73.880	10	.000
Linear-by-Linear Association	21.316	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 31.35.

Monthly Income * Aware of the existing law for protecting the Consumer

Crosstab

		Aware of the existing law for protecting the Consumer			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	191	558	83	832
		% within	23.0%	67.1%	10.0%	100.0%

	Monthly Income				
	% within Aware	18.1%	30.6%	26.0%	26.0%
	of the existing				
	law for				
	protecting the				
	Consumer				
5001-10000	Count	302	582	95	979
	% within	30.8%	59.4%	9.7%	100.0%
	Monthly Income				
	% within Aware				
	of the existing				
	law for	28.6%	31.9%	29.8%	30.6%
	protecting the				
	Consumer				
10001-15000	Count	153	263	47	463
	% within	33.0%	56.8%	10.2%	100.0%
	Monthly Income				
	% within Aware				
	of the existing				
	law for	14.5%	14.4%	14.7%	14.5%
	protecting the				
	Consumer				
15001-20000	Count	122	158	45	325
	% within	37.5%	48.6%	13.8%	100.0%
	Monthly Income				
	% within Aware				
	of the existing				
	law for	11.6%	8.7%	14.1%	10.2%
	protecting the				
	Consumer				
20001-25000	Count	137	153	30	320
	% within	42.8%	47.8%	9.4%	100.0%
	Monthly Income				
	% within Aware				
	of the existing				
	law for	13.0%	8.4%	9.4%	10.0%
	protecting the				
	Consumer				
Above 25000	Count	151	111	19	281
	% within	53.7%	39.5%	6.8%	100.0%
	Monthly Income				
	% within Aware				
	of the existing				
	law for	14.3%	6.1%	6.0%	8.8%
	protecting the				
	Consumer				
Total	Count	1056	1825	319	3200
	% within	33.0%	57.0%	10.0%	100.0%
	Monthly Income				
	% within Aware				
	of the existing				
	law for	100.0%	100.0%	100.0%	100.0%
	protecting the				
	Consumer				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	122.431(a)	10	.000
Likelihood Ratio	120.099	10	.000
Linear-by-Linear Association	67.208	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.01.

Monthly Income * Aware of consumer courts for redressal of grievances of the consumers

Crosstab

		Aware of consumer courts for redressal of grievances of the consumers			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	319	443	70	832
		% within Monthly Income	38.3%	53.2%	8.4%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	20.2%	32.7%	26.4%	26.0%
	5001-10000	Count	443	441	95	979
		% within Monthly Income	45.3%	45.0%	9.7%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	28.0%	32.6%	35.8%	30.6%
	10001-15000	Count	257	178	28	463
		% within Monthly Income	55.5%	38.4%	6.0%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	16.3%	13.1%	10.6%	14.5%
	15001-20000	Count	170	120	35	325
		% within Monthly Income	52.3%	36.9%	10.8%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	10.8%	8.9%	13.2%	10.2%
	20001-25000	Count	191	108	21	320

Total	Above 25000	% within Monthly Income	59.7%	33.8%	6.6%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	12.1%	8.0%	7.9%	10.0%
		Count	201	64	16	281
		% within Monthly Income	71.5%	22.8%	5.7%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	12.7%	4.7%	6.0%	8.8%
		Count	1581	1354	265	3200
		% within Monthly Income	49.4%	42.3%	8.3%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	133.801(a)	10	.000
Likelihood Ratio	135.873	10	.000
Linear-by-Linear Association	82.929	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.27.

Monthly Income * If aware of consumer court, ever filled a case in the consumer court

Crosstab

			If aware of consumer court, ever filled a case in the consumer court			Total
			Yes	No	No opinion	
Monthly Income	Below 5000	Count	19	284	16	319
		% within Monthly Income	6.0%	89.0%	5.0%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	18.1%	20.1%	25.4%	20.2%

Total	5001-10000	Count	18	408	17	443
		% within Monthly Income	4.1%	92.1%	3.8%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	17.1%	28.9%	27.0%	28.0%
	10001-15000	Count	11	241	5	257
		% within Monthly Income	4.3%	93.8%	1.9%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	10.5%	17.1%	7.9%	16.3%
	15001-20000	Count	16	141	13	170
		% within Monthly Income	9.4%	82.9%	7.6%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	15.2%	10.0%	20.6%	10.8%
	20001-25000	Count	15	170	6	191
		% within Monthly Income	7.9%	89.0%	3.1%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	14.3%	12.0%	9.5%	12.1%
	Above 25000	Count	26	169	6	201
		% within Monthly Income	12.9%	84.1%	3.0%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	24.8%	12.0%	9.5%	12.7%
	Count	105	1413	63	1581	
	% within Monthly Income	6.6%	89.4%	4.0%	100.0%	
	% within If aware of consumer court, ever filled a case in the consumer court	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.667(a)	10	.000
Likelihood Ratio	31.267	10	.001
Linear-by-Linear Association	11.019	1	.001
N of Valid Cases	1581		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.77.

Monthly Income * If files case, consumer court able to redress grievance

Crosstab

		If files case, consumer court able to redress grievance			Total	
		Yes	No	No opinion		
Monthly Income	Below 5000	Count	9	6	4	19
		% within Monthly Income	47.4%	31.6%	21.1%	100.0%
		% within If files case, consumer court able to redress grievance	15.0%	19.4%	28.6%	18.1%
		Count	6	9	3	18
	5001-10000	% within Monthly Income	33.3%	50.0%	16.7%	100.0%
		% within If files case, consumer court able to redress grievance	10.0%	29.0%	21.4%	17.1%
		Count	8	2	1	11
		% within Monthly Income	72.7%	18.2%	9.1%	100.0%
		% within If files case, consumer court able to redress grievance	13.3%	6.5%	7.1%	10.5%
		Count	7	6	3	16
	15001-20000	% within Monthly Income	43.8%	37.5%	18.8%	100.0%
		% within If files case, consumer court able to redress grievance	11.7%	19.4%	21.4%	15.2%
		Count	10	4	1	15
		% within Monthly Income	66.7%	26.7%	6.7%	100.0%
		% within If files case, consumer court able to redress grievance	16.7%	12.9%	7.1%	14.3%
		Count	20	4	2	26
	Above 25000	% within Monthly Income	76.9%	15.4%	7.7%	100.0%

Total	% within If files case, consumer court able to redress grievance	33.3%	12.9%	14.3%	24.8%
	Count	60	31	14	105
	% within Monthly Income	57.1%	29.5%	13.3%	100.0%
	% within If files case, consumer court able to redress grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.921(a)	10	.228
Likelihood Ratio	13.126	10	.217
Linear-by-Linear Association	5.917	1	.015
N of Valid Cases	105		

a 9 cells (50.0%) have expected count less than 5. The minimum expected count is 1.47.

Name of Region

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Northern	1507	47.1	47.1	47.1
Southern	944	29.5	29.5	76.6
Western	399	12.5	12.5	89.1
Central	350	10.9	10.9	100.0
Total	3200	100.0	100.0	

Crosstabs

Name of Region * Buy branded food items and medicines

Crosstab

		Buy branded food items and medicines			Total	
		Yes	No	No opinion		
Name of Region	Northern	Count	1063	384	60	1507
		% within Name of Region	70.5%	25.5%	4.0%	100.0%
		% within Buy branded food items and medicines	50.0%	42.5%	35.3%	47.1%
	Southern	Count	598	297	49	944

		% within Name of Region	63.3%	31.5%	5.2%	100.0%
		% within Buy branded food items and medicines	28.1%	32.9%	28.8%	29.5%
	Western	Count	213	139	47	399
		% within Name of Region	53.4%	34.8%	11.8%	100.0%
		% within Buy branded food items and medicines	10.0%	15.4%	27.6%	12.5%
	Central	Count	253	83	14	350
		% within Name of Region	72.3%	23.7%	4.0%	100.0%
		% within Buy branded food items and medicines	11.9%	9.2%	8.2%	10.9%
Total		Count	2127	903	170	3200
		% within Name of Region	66.5%	28.2%	5.3%	100.0%
		% within Buy branded food items and medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	71.026(a)	6	.000
Likelihood Ratio	63.818	6	.000
Linear-by-Linear Association	10.711	1	.001
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.59.

Name of Region * Examine the expiry date of the items

Crosstab

			Examine the expiry date of the items			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	1207	281	19	1507
		% within Name of Region	80.1%	18.6%	1.3%	100.0%
		% within Examine the expiry date of the items	49.4%	42.0%	22.1%	47.1%
	Southern	Count	697	211	36	944
		% within Name	73.8%	22.4%	3.8%	100.0%

		of Region				
		% within				
		Examine the	28.5%	31.5%	41.9%	29.5%
		expiry date of				
		the items				
	Western	Count	268	104	27	399
		% within Name	67.2%	26.1%	6.8%	100.0%
		of Region				
		% within				
		Examine the	11.0%	15.5%	31.4%	12.5%
		expiry date of				
		the items				
	Central	Count	273	73	4	350
		% within Name	78.0%	20.9%	1.1%	100.0%
		of Region				
		% within				
		Examine the	11.2%	10.9%	4.7%	10.9%
		expiry date of				
		the items				
Total		Count	2445	669	86	3200
		% within Name	76.4%	20.9%	2.7%	100.0%
		of Region				
		% within				
		Examine the	100.0%	100.0%	100.0%	100.0%
		expiry date of				
		the items				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.458(a)	6	.000
Likelihood Ratio	57.140	6	.000
Linear-by-Linear Association	14.540	1	.000
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.41.

Name of Region * Check the MRP before buying a product

Crosstab

			Check the MRP before buying a product			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	1197	268	42	1507
		% within Name of Region	79.4%	17.8%	2.8%	100.0%
		% within Check the MRP before buying a product	48.7%	43.6%	32.8%	47.1%
	Southern	Count	696	203	45	944

		% within Name of Region	73.7%	21.5%	4.8%	100.0%
		% within Check the MRP before buying a product	28.3%	33.0%	35.2%	29.5%
	Western	Count	288	87	24	399
		% within Name of Region	72.2%	21.8%	6.0%	100.0%
		% within Check the MRP before buying a product	11.7%	14.1%	18.8%	12.5%
	Central	Count	276	57	17	350
		% within Name of Region	78.9%	16.3%	4.9%	100.0%
		% within Check the MRP before buying a product	11.2%	9.3%	13.3%	10.9%
Total		Count	2457	615	128	3200
		% within Name of Region	76.8%	19.2%	4.0%	100.0%
		% within Check the MRP before buying a product	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.578(a)	6	.001
Likelihood Ratio	22.567	6	.001
Linear-by-Linear Association	6.390	1	.011
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.00.

Name of Region * Charged the MRP or more than/less than the MRP

Crosstab

			Charged the MRP or more than/less than the MRP			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	363	1013	131	1507
		% within Name of Region	24.1%	67.2%	8.7%	100.0%
		% within Charged the MRP or more than/less than the MRP	48.2%	49.7%	32.2%	47.1%

Total	Southern	Count	238	527	179	944
		% within Name of Region	25.2%	55.8%	19.0%	100.0%
		% within Charged the MRP or more than/less than the MRP	31.6%	25.8%	44.0%	29.5%
	Western	Count	78	245	76	399
		% within Name of Region	19.5%	61.4%	19.0%	100.0%
		% within Charged the MRP or more than/less than the MRP	10.4%	12.0%	18.7%	12.5%
	Central	Count	74	255	21	350
		% within Name of Region	21.1%	72.9%	6.0%	100.0%
		% within Charged the MRP or more than/less than the MRP	9.8%	12.5%	5.2%	10.9%
	Total	Count	753	2040	407	3200
		% within Name of Region	23.5%	63.8%	12.7%	100.0%
		% within Charged the MRP or more than/less than the MRP	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	95.032(a)	6	.000
Likelihood Ratio	95.328	6	.000
Linear-by-Linear Association	5.589	1	.018
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 44.52.

Name of Region * Check the weight of the products mentioned on the items

Crosstab

		Check the weight of the products mentioned on the items			Total	
		Yes	No	No opinion		
Name of Region	Northern	Count	760	696	51	1507
		% within Name of Region	50.4%	46.2%	3.4%	100.0%

		% within Check the weight of the products mentioned on the items	47.5%	47.4%	38.6%	47.1%
	Southern	Count	455	442	47	944
		% within Name of Region	48.2%	46.8%	5.0%	100.0%
		% within Check the weight of the products mentioned on the items	28.4%	30.1%	35.6%	29.5%
	Western	Count	179	200	20	399
		% within Name of Region	44.9%	50.1%	5.0%	100.0%
		% within Check the weight of the products mentioned on the items	11.2%	13.6%	15.2%	12.5%
	Central	Count	206	130	14	350
		% within Name of Region	58.9%	37.1%	4.0%	100.0%
		% within Check the weight of the products mentioned on the items	12.9%	8.9%	10.6%	10.9%
Total		Count	1600	1468	132	3200
		% within Name of Region	50.0%	45.9%	4.1%	100.0%
		% within Check the weight of the products mentioned on the items	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.319(a)	6	.002
Likelihood Ratio	20.444	6	.002
Linear-by-Linear Association	.416	1	.519
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.44.

Name of Region * Check the prices of goods buy from alternative sources

Crosstab

		Check the prices of goods buy from	Total

		alternative sources				
			Yes	No	No opinion	
Name of Region	Northern	Count	887	566	54	1507
		% within Name of Region	58.9%	37.6%	3.6%	100.0%
		% within Check the prices of goods buy from alternative sources	48.4%	46.5%	35.5%	47.1%
	Southern	Count	493	386	65	944
		% within Name of Region	52.2%	40.9%	6.9%	100.0%
		% within Check the prices of goods buy from alternative sources	26.9%	31.7%	42.8%	29.5%
	Western	Count	223	159	17	399
		% within Name of Region	55.9%	39.8%	4.3%	100.0%
		% within Check the prices of goods buy from alternative sources	12.2%	13.1%	11.2%	12.5%
	Central	Count	228	106	16	350
		% within Name of Region	65.1%	30.3%	4.6%	100.0%
		% within Check the prices of goods buy from alternative sources	12.5%	8.7%	10.5%	10.9%
Total	Count	1831	1217	152	3200	
	% within Name of Region	57.2%	38.0%	4.8%	100.0%	
	% within Check the prices of goods buy from alternative sources	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.380(a)	6	.000
Likelihood Ratio	29.993	6	.000
Linear-by-Linear Association	.109	1	.741
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.63.

Name of Region * Ever come across adulteration in food items

Crosstab

			Ever come across adulteration in food items			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	898	489	120	1507
		% within Name of Region	59.6%	32.4%	8.0%	100.0%
		% within Ever come across adulteration in food items	48.4%	45.1%	45.8%	47.1%
	Southern	Count	510	355	79	944
		% within Name of Region	54.0%	37.6%	8.4%	100.0%
		% within Ever come across adulteration in food items	27.5%	32.7%	30.2%	29.5%
	Western	Count	232	144	23	399
		% within Name of Region	58.1%	36.1%	5.8%	100.0%
		% within Ever come across adulteration in food items	12.5%	13.3%	8.8%	12.5%
	Central	Count	214	96	40	350
		% within Name of Region	61.1%	27.4%	11.4%	100.0%
		% within Ever come across adulteration in food items	11.5%	8.9%	15.3%	10.9%
Total	Count	1854	1084	262	3200	
	% within Name of Region	57.9%	33.9%	8.2%	100.0%	
	% within Ever come across adulteration in food items	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.965(a)	6	.002
Likelihood Ratio	21.009	6	.002
Linear-by-Linear Association	.241	1	.623
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.66.

Name of Region * Ever come across spurious medicines

Crosstab

			Ever come across spurious medicines			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	663	680	164	1507
		% within Name of Region	44.0%	45.1%	10.9%	100.0%
		% within Ever come across spurious medicines	51.3%	43.8%	46.3%	47.1%
	Southern	Count	346	499	99	944
		% within Name of Region	36.7%	52.9%	10.5%	100.0%
		% within Ever come across spurious medicines	26.8%	32.1%	28.0%	29.5%
	Western	Count	145	218	36	399
		% within Name of Region	36.3%	54.6%	9.0%	100.0%
		% within Ever come across spurious medicines	11.2%	14.0%	10.2%	12.5%
	Central	Count	138	157	55	350
		% within Name of Region	39.4%	44.9%	15.7%	100.0%
		% within Ever come across spurious medicines	10.7%	10.1%	15.5%	10.9%
Total		Count	1292	1554	354	3200
		% within Name of Region	40.4%	48.6%	11.1%	100.0%
		% within Ever come across spurious medicines	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.773(a)	6	.000
Likelihood Ratio	28.999	6	.000
Linear-by-Linear Association	7.816	1	.005
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.72.

Name of Region * Complain if prices of goods is more

Crosstab

		Complain if prices of goods is more			Total	
		Shop Keeper	Main Supplier	Authority		
Name of Region	Northern	Count	991	124	82	1197
		% within Name of Region	82.8%	10.4%	6.9%	100.0%
		% within Complain if prices of goods is more	50.6%	38.4%	37.8%	47.9%
	Southern	Count	524	103	72	699
		% within Name of Region	75.0%	14.7%	10.3%	100.0%
		% within Complain if prices of goods is more	26.7%	31.9%	33.2%	28.0%
	Western	Count	236	44	36	316
		% within Name of Region	74.7%	13.9%	11.4%	100.0%
		% within Complain if prices of goods is more	12.0%	13.6%	16.6%	12.6%
	Central	Count	208	52	27	287
		% within Name of Region	72.5%	18.1%	9.4%	100.0%
		% within Complain if prices of goods is more	10.6%	16.1%	12.4%	11.5%
Total		Count	1959	323	217	2499
		% within Name of Region	78.4%	12.9%	8.7%	100.0%
		% within Complain if prices of goods is more	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.521(a)	6	.000
Likelihood Ratio	29.219	6	.000
Linear-by-Linear Association	17.514	1	.000
N of Valid Cases	2499		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.92.

Name of Region * Response to complaint

Crosstab

			Response to complaint			Total
			Satisfactory	Not Satisfactory	No Response	
Name of Region	Northern	Count	259	401	537	1197
		% within Name of Region	21.6%	33.5%	44.9%	100.0%
		% within Response to complaint	54.8%	44.5%	47.8%	47.9%
	Southern	Count	98	271	330	699
		% within Name of Region	14.0%	38.8%	47.2%	100.0%
		% within Response to complaint	20.7%	30.0%	29.4%	28.0%
	Western	Count	48	141	127	316
		% within Name of Region	15.2%	44.6%	40.2%	100.0%
		% within Response to complaint	10.1%	15.6%	11.3%	12.6%
	Central	Count	68	89	130	287
		% within Name of Region	23.7%	31.0%	45.3%	100.0%
		% within Response to complaint	14.4%	9.9%	11.6%	11.5%
Total		Count	473	902	1124	2499
		% within Name of Region	18.9%	36.1%	45.0%	100.0%
		% within Response to complaint	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.746(a)	6	.000
Likelihood Ratio	34.065	6	.000
Linear-by-Linear Association	.017	1	.898
N of Valid Cases	2499		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 54.32.

Name of Region * Aware of rights as consumers

Crosstab

			Aware of rights as consumers			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	826	565	116	1507
		% within Name of Region	54.8%	37.5%	7.7%	100.0%
		% within Aware of rights as consumers	50.3%	43.8%	43.0%	47.1%
	Southern	Count	446	395	103	944
		% within Name of Region	47.2%	41.8%	10.9%	100.0%
		% within Aware of rights as consumers	27.2%	30.6%	38.1%	29.5%
	Western	Count	186	185	28	399
		% within Name of Region	46.6%	46.4%	7.0%	100.0%
		% within Aware of rights as consumers	11.3%	14.4%	10.4%	12.5%
	Central	Count	183	144	23	350
		% within Name of Region	52.3%	41.1%	6.6%	100.0%
		% within Aware of rights as consumers	11.2%	11.2%	8.5%	10.9%
Total		Count	1641	1289	270	3200
		% within Name of Region	51.3%	40.3%	8.4%	100.0%
		% within Aware of rights as consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.857(a)	6	.000
Likelihood Ratio	25.424	6	.000
Linear-by-Linear Association	2.430	1	.119
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.53.

Name of Region * If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights

Crosstab

		If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights			Total
		Yes	No	No opinion	

Name of Region	Northern	Count	1000	298	209	1507
		% within Name of Region	66.4%	19.8%	13.9%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	46.4%	48.5%	48.3%	47.1%
	Southern	Count	615	193	136	944
		% within Name of Region	65.1%	20.4%	14.4%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	28.6%	31.4%	31.4%	29.5%
	Western	Count	293	55	51	399
		% within Name of Region	73.4%	13.8%	12.8%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	13.6%	9.0%	11.8%	12.5%
	Central	Count	245	68	37	350
		% within Name of Region	70.0%	19.4%	10.6%	100.0%
		% within If not satisfied with the price/quality, realize the need for forming some consumer clubs to fight for rights	11.4%	11.1%	8.5%	10.9%
Total	Count	2153	614	433	3200	
	% within Name of Region	67.3%	19.2%	13.5%	100.0%	
	% within If not satisfied with the price/quality, realize the need for forming some consumer	100.0%	100.0%	100.0%	100.0%	

clubs to fight for rights				
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.682(a)	6	.033
Likelihood Ratio	14.443	6	.025
Linear-by-Linear Association	4.407	1	.036
N of Valid Cases	3200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 47.36.

Name of Region * Ready to join such forums for the redressal of grievance

Crosstab

		Ready to join such forums for the redressal of grievance			Total
		Yes	No	No opinion	
Name of Region	Northern	Count 692	187	121	1000
		% within Name of Region 69.2%	18.7%	12.1%	100.0%
		% within Ready to join such forums for the redressal of grievance 48.5%	39.0%	49.0%	46.4%
Southern		Count 390	161	64	615
		% within Name of Region 63.4%	26.2%	10.4%	100.0%
		% within Ready to join such forums for the redressal of grievance 27.3%	33.6%	25.9%	28.6%
Western		Count 199	66	28	293
		% within Name of Region 67.9%	22.5%	9.6%	100.0%
		% within Ready to join such forums for the redressal of grievance 13.9%	13.8%	11.3%	13.6%
Central		Count 146	65	34	245
		% within Name of Region 59.6%	26.5%	13.9%	100.0%
		% within Ready to join such forums for the 10.2%	13.6%	13.8%	11.4%

	redressal of grievance				
Total	Count	1427	479	247	2153
	% within Name of Region	66.3%	22.2%	11.5%	100.0%
	% within Ready to join such forums for the redressal of grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.905(a)	6	.004
Likelihood Ratio	18.925	6	.004
Linear-by-Linear Association	3.031	1	.082
N of Valid Cases	2153		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.11.

Name of Region * Aware of legal remedy available for the redressal of grievances

Crosstab

		Aware of legal remedy available for the redressal of grievances			Total	
		Yes	No	No opinion		
Name of Region	Northern	Count	868	534	105	1507
		% within Name of Region	57.6%	35.4%	7.0%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	50.1%	44.5%	39.2%	47.1%
Southern		Count	482	356	106	944
		% within Name of Region	51.1%	37.7%	11.2%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	27.8%	29.7%	39.6%	29.5%
Western		Count	206	159	34	399
		% within Name of Region	51.6%	39.8%	8.5%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	11.9%	13.3%	12.7%	12.5%

Total	Central	Count	177	150	23	350
		% within Name of Region	50.6%	42.9%	6.6%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	10.2%	12.5%	8.6%	10.9%
		Count	1733	1199	268	3200
		% within Name of Region	54.2%	37.5%	8.4%	100.0%
		% within Aware of legal remedy available for the redressal of grievances	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.378(a)	6	.000
Likelihood Ratio	24.700	6	.000
Linear-by-Linear Association	6.841	1	.009
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.31.

Name of Region * Media can play an important role in increasing consumer awareness

Crosstab

			Media can play an important role in increasing consumer awareness			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	980	374	153	1507
		% within Name of Region	65.0%	24.8%	10.2%	100.0%
		% within Media can play an important role in increasing consumer awareness	52.9%	40.7%	35.8%	47.1%
	Southern	Count	447	338	159	944
		% within Name of Region	47.4%	35.8%	16.8%	100.0%
		% within Media can play an important role in increasing consumer awareness	24.1%	36.8%	37.2%	29.5%
	Western	Count	227	120	52	399

		% within Name of Region	56.9%	30.1%	13.0%	100.0%
		% within Media can play an important role in increasing consumer awareness	12.2%	13.1%	12.2%	12.5%
	Central	Count	200	87	63	350
		% within Name of Region	57.1%	24.9%	18.0%	100.0%
		% within Media can play an important role in increasing consumer awareness	10.8%	9.5%	14.8%	10.9%
	Total	Count	1854	919	427	3200
		% within Name of Region	57.9%	28.7%	13.3%	100.0%
		% within Media can play an important role in increasing consumer awareness	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	83.901(a)	6	.000
Likelihood Ratio	83.693	6	.000
Linear-by-Linear Association	22.977	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 46.70.

Name of Region * Watched some TV programmes about the product analysis and related matters for the guidance of the consumers

Crosstab

			Watched some TV programmes about the product analysis and related matters for the guidance of the consumers			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	744	608	155	1507
		% within Name of Region	49.4%	40.3%	10.3%	100.0%

		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	50.5%	44.3%	43.4%	47.1%
	Southern	Count	380	433	131	944
		% within Name of Region	40.3%	45.9%	13.9%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	25.8%	31.6%	36.7%	29.5%
	Western	Count	145	209	45	399
		% within Name of Region	36.3%	52.4%	11.3%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	9.9%	15.2%	12.6%	12.5%
	Central	Count	203	121	26	350
		% within Name of Region	58.0%	34.6%	7.4%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	13.8%	8.8%	7.3%	10.9%
Total		Count	1472	1371	357	3200
		% within Name of Region	46.0%	42.8%	11.2%	100.0%
		% within Watched some TV programmes about the product analysis and related matters for the guidance of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.471(a)	6	.000
Likelihood Ratio	59.465	6	.000
Linear-by-Linear Association	.035	1	.852
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 39.05.

Name of Region * Aware of the existing law for protecting the Consumer

Crosstab

			Aware of the existing law for protecting the Consumer			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	569	821	117	1507
		% within Name of Region	37.8%	54.5%	7.8%	100.0%
		% within Aware of the existing law for protecting the Consumer	53.9%	45.0%	36.7%	47.1%
	Southern	Count	289	545	110	944
		% within Name of Region	30.6%	57.7%	11.7%	100.0%
		% within Aware of the existing law for protecting the Consumer	27.4%	29.9%	34.5%	29.5%
	Western	Count	88	266	45	399
		% within Name of Region	22.1%	66.7%	11.3%	100.0%
		% within Aware of the existing law for protecting the Consumer	8.3%	14.6%	14.1%	12.5%
	Central	Count	110	193	47	350
		% within Name of Region	31.4%	55.1%	13.4%	100.0%
		% within Aware of the existing law for protecting the Consumer	10.4%	10.6%	14.7%	10.9%
Total		Count	1056	1825	319	3200
		% within Name of Region	33.0%	57.0%	10.0%	100.0%

% within Aware of the existing law for protecting the Consumer	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.149(a)	6	.000
Likelihood Ratio	51.383	6	.000
Linear-by-Linear Association	29.147	1	.000
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 34.89.

Name of Region * Aware of consumer courts for redressal of grievances of the consumers

Crosstab

		Aware of consumer courts for redressal of grievances of the consumers			Total	
		Yes	No	No opinion		
Name of Region	Northern	Count	793	599	115	1507
		% within Name of Region	52.6%	39.7%	7.6%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	50.2%	44.2%	43.4%	47.1%
Southern		Count	438	402	104	944
		% within Name of Region	46.4%	42.6%	11.0%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	27.7%	29.7%	39.2%	29.5%
Western		Count	174	195	30	399
		% within Name of Region	43.6%	48.9%	7.5%	100.0%
		% within Aware of consumer courts for redressal of grievances of the consumers	11.0%	14.4%	11.3%	12.5%
Central		Count	176	158	16	350

Total	% within Name of Region	50.3%	45.1%	4.6%	100.0%
	% within Aware of consumer courts for redressal of grievances of the consumers	11.1%	11.7%	6.0%	10.9%
	Count	1581	1354	265	3200
	% within Name of Region	49.4%	42.3%	8.3%	100.0%
	% within Aware of consumer courts for redressal of grievances of the consumers	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.127(a)	6	.000
Likelihood Ratio	30.408	6	.000
Linear-by-Linear Association	1.609	1	.205
N of Valid Cases	3200		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.98.

Name of Region * If aware of consumer court, ever filled a case in the consumer court

Crosstab

			If aware of consumer court, ever filled a case in the consumer court			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	53	717	23	793
		% within Name of Region	6.7%	90.4%	2.9%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	50.5%	50.7%	36.5%	50.2%
Southern		Count	38	382	18	438
		% within Name of Region	8.7%	87.2%	4.1%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	36.2%	27.0%	28.6%	27.7%

Total	Western	Count	7	153	14	174
		% within Name of Region	4.0%	87.9%	8.0%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	6.7%	10.8%	22.2%	11.0%
	Central	Count	7	161	8	176
		% within Name of Region	4.0%	91.5%	4.5%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	6.7%	11.4%	12.7%	11.1%
	Total	Count	105	1413	63	1581
		% within Name of Region	6.6%	89.4%	4.0%	100.0%
		% within If aware of consumer court, ever filled a case in the consumer court	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.559(a)	6	.011
Likelihood Ratio	15.515	6	.017
Linear-by-Linear Association	5.928	1	.015
N of Valid Cases	1581		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.93.

Name of Region * If files case, consumer court able to redress grievance

Crosstab

			If files case, consumer court able to redress grievance			Total
			Yes	No	No opinion	
Name of Region	Northern	Count	31	16	6	53
		% within Name of Region	58.5%	30.2%	11.3%	100.0%
		% within If files case, consumer court able to redress grievance	51.7%	51.6%	42.9%	50.5%

Total	Southern	Count	21	11	6	38
		% within Name of Region	55.3%	28.9%	15.8%	100.0%
		% within If files case, consumer court able to redress grievance	35.0%	35.5%	42.9%	36.2%
	Western	Count	5	2	0	7
		% within Name of Region	71.4%	28.6%	.0%	100.0%
		% within If files case, consumer court able to redress grievance	8.3%	6.5%	.0%	6.7%
	Central	Count	3	2	2	7
		% within Name of Region	42.9%	28.6%	28.6%	100.0%
		% within If files case, consumer court able to redress grievance	5.0%	6.5%	14.3%	6.7%
	Total	Count	60	31	14	105
		% within Name of Region	57.1%	29.5%	13.3%	100.0%
		% within If files case, consumer court able to redress grievance	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.042(a)	6	.804
Likelihood Ratio	3.676	6	.720
Linear-by-Linear Association	.391	1	.532
N of Valid Cases	105		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .93.