

Comparative Study of Consumer Awareness among Males and Females of Kangra District of Himachal Pradesh

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ABSTRACT The study was conducted on 120 respondents comprising 60 males and 60 females in Kangra District of Himachal Pradesh to ascertain awareness level of both the categories for consumer terminologies, legal laws and organizations. Mean scores on consumer awareness statements depicted that nearly fifty percent respondents were having low level of awareness. Majority of respondents were aware about existence of legal laws and various consumer terminologies. Most commonly used source of consumer information was television followed by radio and least common were journals. Eighty percent males and 50 percent females were aware of consumer organization but only 40 percent males and 25 percent females showed interest in joining it. Awareness level of both males and females showed significant difference.