

Knowledge and Utilization of Consumer Education by Rural and Urban Women

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ABSTRACT The present study was conducted on 40 women representing the rural and urban areas of district Panipat (Haryana). The respondents were assessed by developing an interview schedule. It has been found that most of the urban women (62.50%) had fairly good knowledge of consumerism followed by about (35%) having medium knowledge and (2.50%) having low knowledge. Whereas, a complete reverse trend was observed in rural women i.e. only (7.50%) had high knowledge followed by (75.00%) having low knowledge and about (7.50%) had medium knowledge. Moreover, in case of utilization pattern of consumerism the rural women seldom or never utilized consumer education. Whereas, the urban women, most of the time always utilised their consumer education knowledge except in filing a complaint against the shopkeeper.