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## Effect of “Jago Grahak Jago” Communication Campaigns in India to Increase Consumer Awareness

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### **Abstract:**

*Consumer awareness has become an important issue and a political, economic and social concern in developing countries. Thousands of people dies from taking adulterated food and eating duplicate medicines. In India, the government has taken many steps to protect consumers and in 2005 the Govt. of India started a national campaign “Jago Grahak Jago” to create awareness among consumers. The slogan ‘Jago Grahak Jago’ campaign has now become a very popular in every Indian household. The objectives of the study are measure the current level of consumer awareness and evaluate the effect of “Jago Grahak Jago” on the students. A sample of 100 students was randomly selected from a university’s regional centre. The data was collected through distributing questionnaires in Hindi and English. The study concludes that there is a significant effect of mass media campaigns on consumer buying behaviour but this change is mostly informal. There is no knowledge implementation in practical way. Therefore, education is not the only way to curb the problem but something more is needed to check the problem.*

**Key words:** Jago Grahak Jago, mass media campaign, consumer

### **1. Introduction**

After finding a low level of consumer rights among public, Govt. of India started a national level-media awareness campaign, Jago Grahak Jago, in 2005. The slogan ‘Jago Grahak Jago’ has now become a household name as a result of the publicity campaign undertaken in the last 8 years. Apart this argument, some research findings also concluded that the campaign has not touched the masses, like rural population which accounts for 70%. Despite this truth, Multi-media publicity campaign are being undertaken through print and electronic media on the issues that are directly relevant to the role of the department such as ISI, Hallmark, Labeling, MRP, Weights and Measures etc. Each advertisement is released through a network of national as well as regional newspapers throughout the country.

In India, reducing the economic disparity, increasing the level of education, ending the ignorance, educating the consumers are remains a gigantic task. The consumers have been facing a number of hardships such as defective goods, deficiency in services, unfair trade practices and also restrictive trade practices. But still, consumers are cheated to rupees in crores annually through various device invented by clever businessman, producers and traders, (Annon; 1995).

It is confirmed that mass media campaigns influence the mind, attitude and habits of public. Mass media motivate them to buy their product, and article more intelligently and cleverly. But every year thousand cases of cheating buyers, dying after eating adulterated medicines and sweets etc. are registered. So it is said that there is a vast ignorance and pessimistic approaches among buyers in India resulting health deterioration, economic burden, mental pressure and other physical deformities. Today, youth holds a 35% of population in India and they are too great buyers

Studies have shown that customers decide more quickly from among a number of options that includes one known brand than they decide with a set that includes only unfamiliar ones. Upon exposure to other brands, the instances of selecting the original based on awareness declined, but most still chose the same high-awareness brand they picked initially. Consumers in a study conducted under the auspices of two Australian universities sampled fewer brands in product trials when there was awareness of one of the brands than in studies in which all were unknown.

There is a vast ignorance and pessimistic approaches in Indian buyers, resulting health deterioration and other physical deformities. Somehow, the mass media is playing a catalytic role to raise the awareness level of consumers. Consumers get exploited in the

market. The media is playing a vital role in creating awareness to the consumers. Many people are ignorant of their rights to get protected against the exploitation by so many others.

Consumer does not go to the consumer court because they think it is wasting of time and money. This passiveness and submissive attitude of consumers are increasing the unfair trade practices. Most people either do not ask the shopkeeper for receipts when they buy something. So they don't have evidence to pursue the cases. Even when they have the evidence, they do not want to get into unending proceedings.

## 2. Review of Literature

The use of media such as television and radio has demonstrated success in increasing awareness of consumer issues, creating positive attitudes and social norms for preventive behaviors, and, in some cases, changing behaviour.

People as a consumer in India prefer to absorb and tolerate the wrong done to them rather than taking a stand against injustice. Mostly this happened because consumers did not know the ways and means of facing them confidently. Further, due to lack of alternative and options the things has become bad to worse (Neelkanta and Anand, 1992).

According to the study conducted by MeenaSiwach and A.S. Dahiya (2009) the rural people did not check ISI mark, AGMARK and hall marks on the products while urban consumer often check these marks on the products. Similar study done by Sehrawet and Kundu (2007) concluded that transparency and similarity of packaging have less impact on buying decisions of rural consumers than urban ones. However, rural consumers are more critical about packaging as they strongly consider that it contributes to misleading buyers and is also an environmental hazard.

Dr. Abhigyan Bhattacharjee (2013) in his study concludes that the level of consumer education and awareness among rural people is very much low and poor. The existing knowledge about consumer, particularly, while purchasing a product is not adequate. So there is a need to increase the level of education and awareness. He suggests that Consumer awareness camps, seminars on consumer rights and government officials can play a positive role in this regard.

A news article written by Kuldeep Chauhan (2009) explains that the consumer movement is yet to gain ground in hill places as awareness about the consumer forums and consumer rights remains low even in major towns like Shimla, Mandi, Solan, Kullu, Dharamsala and Hamirpur.

Dr. N. Sundaram, and C. Balaramalingam (2012) study termed that least educated people had low awareness about consumer rights in rural areas. The study also revealed that normally the women showed low level of awareness about consumer rights due to their low level of education and low socio-economic status. The study suggests that exposure of mass media, awareness training camps organised by Government, and other educational institutions can improve the awareness level of consumer rights in the rural and remote areas.

## 3. Objectives of the Study

The objective of the study is to investigate the effect of mass media messages on consumer rights to increase his consuming knowledge and help him to choose better services. Precisely, the study will emphasize on two primary purposes:

- To find out the effect of "Jago Grahak Jago" mass media campaign on the attitude and behaviour of students.
- To explore the level of consumer awareness among students.

## 4. Methods

### 4.1. Population and Sampling

This study was targeted to all the students studying at the Dharamshala Regional Centre of Himachal Pradesh University and living in quarters (excluding students residing with their family). A purposive sample of 100 students was taken for the study and both male and female were included in the sample.

### 4.2. Data Collection Method

An audience survey was conducted to collect the data. Questionnaires in Hindi and English were distributed to the students in groups on their spare times in the Centre. Most of the students did not return the questionnaires so new questionnaires were given to the new respondents.

### 4.3. Data Analysis Tool

This was a quantitative research and according to the objectives of the research statistical analysis is used to explain the data. Then, gathered data was coded, summarized and tabled.

## 5. Results

### 5.1. Access of Media

Watching television per day is not possible for every students living in quarters because of its reach to them. 72% person read a newspaper every day while 28% students read it 3-4 times a in a week. 39% of respondents were reported to using internet and listening to radio per week equally. Reading a magazine per week was the least media accessed by the respondents.

Media outlets	Per day	3-4 times per week	5-6 times per month
Watch Television	7%	43%	50%
Read a Newspaper	72%	28%	---
Read a Magazine	12%	34%	54%
Listen to Radio	39%	23%	38%
Use the Internet	39%	19%	42%

Table 1: Frequency of using Mass Media

## 5.2. Awareness about Jago Grahak Jago/Slogans

Heard about Jago Grahak Jago	100%
Know about Har chamkane wali chiz sona nahi hoti ad	46%
Read about "The future is bright, with a choice made right"	21%
Watch about "Swabhiman, sunhere kalka abhiyan"	7%
Read about "Caution, care, awareness, your weapon against"	4%
Know about "Access to information can block the road to corruption"	33%
Heard about "Don't be an April Fool"	7%
Read about "Take care your health"	6%

Table 2

The results of the table demonstrated that every respondent (100%) had knowledge about the Jago Grahak Jago awareness campaign while there was least knowledge and awareness about the messages conveyed under the campaign. 46% of respondents knew properly about the advertisement Har Chamkane Wali Chiz Sona Nahin Hoti Hai. A majority of the students (79%) did not know about the slogan "the future is bright, with a choice made right".

## 5.3. Behaviour during Purchasing a Product

Examination of expiry date	83%
Checking of M.R.P before buying	92%
Checking of quality mark on the products	11%
Check the name of manufacturing company	13%
See the warranty and guaranty terms	9%
Bargaining for prices	37%
Check net quantity in the package	16%
Check the name of the goods	23%
Ask for bill (after every major purchase)	44%

Table 3

The results of the table no.2 explained that a majority (83%) of the sample examined the date of expiry on the goods before buying them while 92% of the respondents checked MRP. Checking of quality marks such as ISI and Agmark etc. in goods was very much low (11%) among the consumers. A large section of the population does not check any name of the manufactures, terms and conditions, and do not bargain for price. The results show that people still do not bother about bill. Only 44% of the sample asks the shopkeeper for the bill of the purchased item.

## 6. Discussion and Conclusion

Overall, the results of the study found that Jago Grahak Jago media campaign is useful to increase the level of the consumer awareness. Though, there is no satisfactory behavioural and attitudinal change in their buying habits. The study supports the past studies that there is a great need to do something more to change the behaviour of consumers.

Public awareness on the rights of consumers has become necessary because it is taken as an indicator of the progress of a country. Realizing that more than 70% population under the age of 35 years is using the internet in a big way, a major initiative is being taken to spread consumer awareness through the internet.

While communication campaign has been effective in increasing awareness among the people but there is least evidence of the effectiveness of changing the behaviour and attitude of everybody in a low and middle income country.

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