

DEVELOPMENT AND STANDARDIZATION OF MEDIA PACKAGES ON CONSUMER RIGHTS AND CERTIFICATION MARK FOR RURAL CONSUMERS

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ABSTRACT

Consumers are the largest economic group in country. The right to have information about the quality, potency, quantity, purity, price and standard of goods or services, as it may be the case, but the consumer is to be protected against any unfair practices of trade. The present study aims to the Development and Standardization of Media Package on Consumer Rights and Certification Mark for Rural Consumers of Deesa Taluka. A representative sample of 15 respondents from each village (total=60) was selected by following random sampling procedure. Descriptive statistics, paired 't' test, two sample 't' test and correlation analysis (SPSS-23) was used for analysis of data. The overall evaluation of different aspects of Visual Aid, Audio Aid and Audio-visual Aid by experts for each parameter was found to be between 2.50 to 2.95; 2.35 to 2.95 and 2.50 to 2.97 respectively. When Pair-t test was administered, the gain in awareness among the respondents was found to be statistically highly significant, Pair-t= ($p \leq 0.01$). The result revealed that there was significant difference between pre and post awareness regarding consumer rights and certification mark. Awareness about consumer rights, certification mark showed positive and highly significant association with caste category ($r=0.457^{**}$) at 1 per cent level while age of respondents ($r=0.294^*$) and education ($r=0.275^*$) showed positive and significant association with awareness about consumer rights and certification mark at 5 per cent level.

Keywords: media packages, consumer rights, certification mark, rural consumers

INTRODUCTION

The concept of "consumer" begins with needs and wants. Consumer means the person who consumes goods for satisfying his/her needs. In other words, consumer denotes a person who consumes or uses an article in an economy. Consumers are the largest economic group in country. The right to have information about the quality, potency, quantity, purity, price and standard of goods or services, as it may be the case, but the consumer is to be protected against any unfair practices of trade. It is very essential for the consumers to know these rights. However, there are strong and clear laws in India to defend consumer rights, the actual right of consumers of India can be declared as completely dismal. The Consumer Protection Act, was launched in India in the year 1986. According to this law, everybody, including individuals, a firm, undivided family and a company, have the right to exercise their consumer rights for the purchase of goods and services made by them. It is significant that, as a consumer, one should know the basic rights as well as about the courts and procedures that are being followed with the

infringement of one's rights.

Along with consumer rights, it is also important for the consumer's to know about the certification mark. Certification marks on a commercial product are usually called as a mark of validity or an assurance of the fact that the manufacturer has tested the product and it has ensured that it meets the given quality standard. It also helps to specify the location of the origin, materials of construction, mode of production, characteristics of the good etc. Some of these marks are mandatory while some are advisory. A certification mark certifies the nature or origin of the goods or the services to which it has been applied.

Lack of awareness about consumer right and certification mark among consumers gives scope of cheating to the business personnel in varied ways. Some of the business persons are following unfair trade practices like overpricing, underweight, duplicate products and so on. Innocent customers are not in a position to understand these practices. Consumers must be aware of various features of

the product/service.

Awareness regarding consumer rights and certification mark among consumers could be created. Studies have shown that utilizing media packages (Gautam, 2017; Kalash, 2011; Patel *et al.*, 2019), and multimedia modules (Vijaya, 2014; Jaya *et al.*, 2021) helps to improve awareness / knowledge among rural peoples.

OBJECTIVES

- (1) To study personal, socio-economic and communicational characteristic of rural consumer of Deesa taluka
- (2) To develop and standardize media package on consumer rights and certification mark
- (3) To evaluate effectiveness of media packages through awareness gained for consumer rights and certification mark
- (4) To find correlation between personal, socio-economic and communicational characteristic and consumer rights and certification mark through media package

METHODOLOGY

Development and standardization of media package on consumer rights and certification

1 Development of media package on consumer rights and certification mark

Based on the literature reviewed, three types of media package on consumer rights and certification mark were developed for the study.

- Chart Aid
- Audio Aid
- Audio-Visual Aid

The advice from extension officials and media development experts were incorporated to finalize the content. The content for enhancing awareness on consumer rights, certification mark file complain was kept same for chart, Audio Aid and Audio-Video Aid. On the basis of review of literature the following content were finalized for making Media package.

Consumer rights

- Right to Safety
- Right to be informed
- Right to Choose

- Right to Heard
- Right to Seek Redressal
- Right to Consumer Education

Certification mark

- Bureau of Indian Standards (BIS)
- Indian standard institute (ISI)
- AGMARK
- FPO
- Eco mark
- Vegetarian
- Non-vegetarian

File campaigning

- At district court
- At national commission
- At state commission

1.1 Development of media package Visual Aid (MP-VA)

The steps followed for the preparation of chart were:

- Planning
- Information collection
- Layout
- Designing
- Review
- Printing

Planning

Planning is the foremost part of any communication process. Thus, due consideration was given from the very initial stage. At this stage planning was done regarding format, title, font size, number of pages, number of photographs, colour combination *etc.*

Information collection

Exhaustive review was conducted to collect information on consumer rights, certification mark and file complain from library recommendations, thesis and research papers.

Layout

A layout using power point was developed on all the

different aspects of consumer awareness and certification marks *i.e.*, buying habits, knowledge of certification marks and file complain.

Designing

Content was rearranged in a manner to give logical flow to allow readers to move steps by step towards the end. Photographs were inserted to make the charts more meaningful and understandable.

Review

After completion of the chart, it was reviewed by advisory committee members. Corrections were incorporated and content was modified until it was considered satisfactory by all the committee members.

Printing

After reviewing, the chart was finally printed. The details are as follows: *i.e.*, charts covering all the of consumer rights, certification mark and file complain was developed. The size of the chart was kept 20 x 30 inches. All the principles of layout *i.e.*, balance, rhythm, unity in all elements, variety in design, emphasis, subordination and contrast (Dahama and Bhatnagar, 2004).

1.2 Development of media package

The steps followed for the preparation of Audio Aid were:

- Planning
- Scripting
- Recording
- Editing and mixing
- Time estimation
- Reviewing

Planning

Audio program has to create picture through words, music and sound for the target audience. The effectiveness of audio communication depends upon: not only the proper message transmission but also proper interpretation of the message to the listeners. Audio communication needs the basic skill of verbal expression to suit the listing capacity of the audience. Thus, to achieve this, the audio script is to be designed carefully.

Scripting

Audio script was written on all the seven aspects of

consumer rights and certification mark, while writing audio script the following points were put into consideration *i.e.*,

- Use of simple words
- Exclusion of difficult or unfamiliar words
- Use of short sentences
- Complex sentences were simplified
- Use of only one idea in a sentence
- Script written in a manner that host is speaking to only one person
- Sequencing of dimension of consumer rights and certification mark was done in a manner that words could make picture in the mind of the listeners
- Abbreviations or short forms were avoided

Recording

The script was recorded in multimedia laboratory of Extension education & Communication Management, ASPEE College Nutrition and Community Science Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar, Gujarat. The audio was recorded in sound proof and echo proof chamber.

Editing and mixing

Audacity, a free, open source and cross- platform audio software was used for editing of audio clip. Its features such as pitch change, normalization, fade-in, fade-out and many more were used to produce a best quality audio aid on consumer rights and certification mark. Background music was added to make the script effective. The edited audio was exported as the MP3 file on computer.

Time estimation

The prepared audio was of 4:57 minute duration. The details are as follows:

| Sr. No. | Audio-Visual Script | Duration in sec. |
|---------|--|------------------|
| 1 | Introduction | 40 |
| 2 | Understanding consumer rights and certification mark | 40 |
| 3 | What are the consumer rights | 65 |
| 4 | What are the certification marks | 90 |
| 5 | Conclusion | 62 |

Review

After completion of the Audio-Visual Aid, it was reviewed by advisory committee members and experts. Corrections were incorporated and content was modified until it was considered satisfactory by all the committee members.

1.3 Development of Media package Audio-Visual Aid (MP-AVA)

The steps followed for the preparation of the audio-visual aid were:

- Planning
- Scripting
- Sequencing
- Special effect
- Story board
- Reviewing
- Recording
- Video editing
- Time estimation

Planning

It was planned to prepare for rural consumer with objective to give them necessary media package on consumer rights and certification mark. The six rights and seven certification mark, sequencing and the learning assessments were done by expert advice.

Scripting

Audio video aid script was prepared covering all the dimensions.

Sequencing

Logical outline was prepared, the sequencing of the subject matter was done to make the MP-AVA informative and interesting.

Special effects

To convey the idea effectively, special effects like computerized write-up, fade in and fade out, varied shots were decided upon and written in the script.

Story board

After writing story board was prepared. Story board consisted of graphics and illustrations displayed in sequence for purpose of pre-visualizing the content (attached annexure VII).

Reviewing

After completion of the audio-visual aid, it was reviewed by advisory committee members and experts. Corrections were incorporated and content was modified until it was considered satisfactory by all the committee members.

Recording

At recording stage, audio and visual elements described in the script was recorded. Audio clip for MP-AVA was recorded in a soundless and echo-free chamber at multimedia laboratory of Extension Education & Communication Management, ASPEE College Nutrition and Community Science Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar, Gujarat. The visual clips, *i.e.*, both image/illustrations and video clips were recorded according to requirement of the script.

Video Editing

According to the script, the visual scene was sequenced. So as to make the MP-AVA educative and entertaining, editing and mixing was done by using adobe primer Pro and video editor software. editing and mixing was done so that audio could match the visuals. It was done at multimedia laboratory of Extension Education & Communication Management, ASPEE College Nutrition and Community Science Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar, Gujarat. The following special effects were incorporated to make the MP-AVA entertaining *i.e.*, fade-in, fade-out, push-right, dashboard, push-left *etc.*

Time estimation

The prepared video film was of 10 minute and 18 seconds duration. Names, acknowledgments were highlighted in the end of the visual script.

| Sr. No. | Audio-Visual Script | Duration in sec |
|---------|--|-----------------|
| 1 | Introduction | 23 |
| 2 | Understanding consumer rights and certification mark | 117 |
| 3 | What are the consumer rights | 130 |
| 4 | What are the consumer rights related to farmers | 153 |
| 5 | What are the certification marks | 86 |
| 6 | File complain processor | 49 |
| 7 | Place for file complain | 40 |
| 8 | Conclusion | 20 |

RESULTS AND DISCUSSION

Standardization of media package on consumer rights, certification mark file complains

(a) Standardization of media package – chart

The chart was subjected to evaluation by panel of twenty experts. The panel of twenty experts were same for evaluation of all the three media package. The visual aid was evaluated on a three-point continuum *viz.*, good, average and poor on 15 varied criteria such as understanding of title and subtitle, 'free form grammatical mistakes', 'clarity of content' *etc.* A details description is given in table below:

Table 1: Standardization of media package – chart by experts according to each parameter

| Sr. No. | Parameters | Overall weighted mean score MP – chart |
|------------------------------------|---|--|
| 1 | Understanding of title & subtitle | 2.95 |
| 2 | Free form grammatical mistakes | 2.50 |
| 3 | Clarity of content | 2.80 |
| 4 | Font size | 2.65 |
| 5 | Choice of words | 2.75 |
| 6 | Coverage of all necessary information | 2.75 |
| 7 | Self- explanatory message | 2.85 |
| 8 | Valid and well researched content | 2.80 |
| 9 | Concise or brief message | 2.75 |
| 10 | Systematic arrangement of subject matter | 2.75 |
| 11 | Integration of text and figure | 2.50 |
| 12 | Use of colour combination | 2.75 |
| 13 | Clarity of visual | 2.70 |
| 14 | Easy of reading | 2.75 |
| 15 | Presentation of material according to audience background | 2.70 |
| Overall weighted mean score | | 2.73 |

The overall standardization of different aspect of chart by expert for each parameter are shown in Table 12 indicates that the mean score range of all the aspect of chart was found to be between 2.50 to 2.95 The highest mean score was found to be for the parameter *i.e.*, understanding of title and subtitle' (mean=2.95); followed by self-explanatory message (mean=2.85), clarity of content and valid and well researched content (mean=2.80).

Thus, it can be said that the visual aid prepared is highly compatible to audience and the content covers all the objective of topic and the writing style is such that the reader can understand by her own self.

(b) Standardization of media Package- Audio Aid (MP-AA)

The audio aid was subjected to evaluation by panel of same twenty experts as the panel of twenty experts were same for evaluation of all the three media package. Audio aid was evaluated on a three-point continuum *viz.*, good, average and poor on eight varied criteria such as language, content clarity, sequence, clarity of voice, pace and speed, background music, interest orientation, under stability and overall length of program. A details description is given in table 2 below:

Table 2 : Standardization of media package – audio aid (MP-AA) for each parameter by experts

| Sr. No. | Criteria to assess | Overall weighted mean score of ME-AA |
|------------------------------------|---------------------------|--------------------------------------|
| 1 | Language | 2.90 |
| 2 | Content clarity | 2.95 |
| 3 | Clarity of voice | 2.85 |
| 4 | Pace and speed | 2.90 |
| 5 | Background music | 2.35 |
| 6 | Interest orientation | 2.80 |
| 7 | Under stability | 2.85 |
| 8 | Overall length of program | 2.85 |
| Overall weighted mean score | | 2.80 |

The overall evaluation of different aspects of audio aid by experts for each parameter are shown in Table 2 indicates that the weighted mean score range of all the aspects of audio aid was found to be between 2.35 to 2.95 The highest weighted mean score was found to be for the two parameters *i.e.*, content clarity (mean=2.95), pace and speed and language had (mean=2.90) weighted mean score. The criteria for clarity of voice, understability and overall length of program had mean=2.85 weighted mean score.

Thus, it can be said that the audio aid prepared follows proper voice clarity, speed and message is understandable. Above all the length of programme is perfect to capture interest of the listeners.

(c) Standardise of media package - Audio Visual Aid (MP-AVA)

The panel of twenty experts were same for standardise of all the three media package. Thus, the audio-visual aid was subjected to standardise by panel of same twenty experts. Audio-visual aid was standardised on a three-point continuum *viz.*, good, average and poor on 19 varied criteria which included audio, visual and overall presentation of audio visual aid.

Table 3 : Standardize of Media package - Audio-Visual Aid (MP-AVA) by experts according to each parameter

| Sr. No. | Criteria to assess | Overall weighted mean score of audio visual aid |
|---------------------------------------|-----------------------------|---|
| Audio aspect of MP-AVA | | |
| 1 | Content clarity | 2.97 |
| 2 | Sequence | 2.95 |
| 3 | Clarity of voice | 2.90 |
| 4 | Pace and speed | 2.60 |
| 5 | Background music | 2.50 |
| 6 | Interest orientation | 2.55 |
| 7 | Under stability | 2.75 |
| Overall weighted mean score | | 2.70 |
| Visual aspect of MP-AVA | | |
| 1 | Size of illustrate | 2.75 |
| 2 | Layout | 2.70 |
| 3 | Colour | 2.80 |
| 4 | Visual clarity | 2.80 |
| 5 | Attention catching | 2.75 |
| 6 | Continuity | 2.80 |
| Overall weighted mean score | | 2.76 |
| Overall Presentation of MP-AVA | | |
| 1 | Tuning of audio with visual | 2.97 |
| 2 | Message treatment | 2.65 |
| 3 | Self-explanatory | 2.80 |
| 4 | Speed of presentation | 2.75 |
| 5 | Length of program | 2.80 |
| Overall weighted mean score | | 2.80 |

The above Table 3 shows evaluation of media package *i.e.*; audio-visual aid (MP-AVA) by experts according to each parameter. The parameters of MP-AVA consisted of three varied aspects *i.e.*, audio aspect, visual aspect and

overall presentation.

The weighted mean score range of all the aspects of audio-visual aid was found to be between 2.50 to 2.97. The highest weighted mean score was found to be for the parameters *i.e.*, content clarity and sequences *i.e.*, (mean=2.97) and the weighted mean score of 2.50 was obtained for background music of MP-AVA.

Thus, it can be said that the audio-visual aid prepared follows proper continuation. The colour and speed were such that it catches interest of the audience. The overall weighted mean score for audio aspect of MP-AVA was found to be good at 2.70 the overall weighted mean score for visual aspect of MP-AVA was 2.76 and the overall weighted mean score for presentation of MP-AVA was found to be 2.80.

Table 4 : Gain in awareness level after using of media package

| Sr. No. | Treatment | Treatment of 'Mean Score' | Rank of Treatment |
|---------|---------------------|---------------------------|-------------------|
| 1 | Certification Marks | 2.82 ^a | 1 |
| 2 | Compelling File | 2.59 ^b | 2 |
| 3 | Consumer Rights | 2.39 ^c | 3 |
| | SE(d) | 0.076 | . |
| | C.V | 16.10 | . |
| | CD at 5% | 0.1507 | . |

Means with at least one letter common are not statistically significant

After administration of media package, it was observed from the Table 4 that maximum gain in knowledge was obtained regarding certification marks followed by compelling file and consumer rights.

Table 5 : Pre-test and post-test scores of certification marks, file complaining and consumer rights

| Sr. No | Treatment | Mean±SD | Mean Difference | z | P |
|--------|-------------------------|--------------|-----------------|--------|----------|
| 1 | Pre certification mark | 16.02 ± 4.43 | 6.517** | 12.064 | P < 0.01 |
| | Post certification mark | 2.60 | | | |
| 2 | Pre file complaining | 5.55 ± 1.21 | 7.383** | 23.888 | P < 0.01 |
| | Post file complaining | 2.93 | | | |
| 3 | Pre consumer rights | 12.90 ± 2.05 | 15.800** | 20.836 | P < 0.01 |
| | Post consumer rights | 28.70 ± 5.71 | | | |

** significant at the 0.01 level.

Pre-test and post-test scores of on certification mark (16.02±4.43 and 22.53±2.60), file complaining (5.55 ± 1.21 and 12.93 ± 2.93), consumer rights (12.90 ± 2.05 and 28.70 ± 5.7) respectively by using chart, audio aid and audio-visual aid. When pair-t test was administered, the gain in awareness

among the respondents was found to be statistically highly significant (p≤0.01). The result revealed that there was significant difference between pre and post awareness regarding consumer rights and certification mark.

Similar finding was reported by Mary (2014) who used combination of Visual Aid with Audio-Visual Aid found the result highly significant.

Similar finding was reported by Soumya (2013) that after using Structured Teaching Programme calculated "Pair-t" value was found to be highly significant but Thakur (2005) reported that after use of multimedia package there was significant gain in knowledge.

Thus, it can be concluded from the table that, after administration of media package, there was significant increase in awareness among the respondents regarding consumer rights and certification mark.

(d) Correlation between independent variable and dependent variables

Table 6 : Association between personal, socio- economic, communicational characteristics and consumer rights and certification mark through Media package (n=60)

| Sr. No. | Independent variable | Dependent variable |
|----------------|----------------------|--|
| | | Correlation confident(r) (Awareness about consumer rights, certification mark and filing complaining practices) (post-test) |
| X ₁ | Age | 0.294* |
| X ₂ | Education | 0.259* |
| X ₃ | Caste category | 0.457** |
| X ₄ | Family type | 0.006 |
| X ₅ | Family size | 0.119 |
| X ₆ | Family income | 0.199 |
| X ₇ | Occupation | -0.318* |
| X ₈ | Land holding | 0.175 |
| X ₉ | Mass media exposure | -0.191 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Awareness about consumer rights, certification mark and file complains among respondents after administration of media package showed positive and highly significant association with caste category (X₃) was $r = 0.457^{**}$ at 1 per cent level.

Further, awareness about consumer rights, certification mark file complain among respondents after administration of media package showed positive and significant association with, respondents' age (X₁) was $r = 0.294^{*}$ and education (X₂) was $r = 0.275^{*}$ at 5 per cent level.

CONCLUSION

It can be concluded from the study that the developed visual-aid, audio-aid and audio-visual aid on consumer rights and certification marks was standardized by experts and is useful in generating awareness regarding consumer rights and certification marks. Thus, the media package can be used for enhancing awareness among rural consumers.

CONFLICT OF INTEREST

All authors declare that they have no conflict of interest

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