

# ‘A Study on Perception and Awareness Level of Consumers Regarding one Rupees fraud in the Market with Special Reference to Karwar Tq’

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## ABSTRACT

The purpose of this paper is to obtain a better understanding of the extent to which pricing policy in the market that will be effective to their consumers or the customers. Fixing the price like Rs.99, Rs.199, Rs.999 etc. are the innovative method of pricing strategy in the market. There were some problems faced by the consumers while purchasing the goods for this type of price. In this context, the present paper attempts to give an over view of the perception of the consumers regarding One Rupees fraud in the market and it highlights the general expectations of the consumers and also discuss various issues & challenges related to it. More over it also provides suggestion for proper handling of those issues and challenges in pricing policies provided in the market.

**Key words:** Price, Policy, Market, Consumer, Purchase.

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## I. INTRODUCTION

Having a price in less than a nearest round figure value indicates a relaxation in mind of human being that he is paying a large sum. Thus, it is kind of a game play of the marketing and production department of the company. Modern days this facilities adopted by many companies to increase their sales, profit, to attract the consumers by showing less price etc. The reason behind keeping a rupee less than actual is just to create an illusion in the minds of consumer that the product having a lesser value than that of actual. So it's a kind of strategy in market analysis, just to attract the customers. Consumers may not care to take your one rupee, ultimately they earn one rupee and collectively. This had become a marketing strategy which has become a problem to some consumers and also to the Government. Thus the study is an attempt to look the situation in real with the perspective of consumers.

## II. OBJECTIVES

1. To know the awareness level of the Consumers regarding the marketing strategy of fixing the price.
2. To identify the problem faced by the consumers while purchasing the product at one rupees less than actual price.
3. To suggest the benefits and loopholes of pricing strategy.

## III. RESEARCH METHODOLOGY

### Data collection:

For the purpose of study both primary and secondary data has been collected. Primary data has obtained from distribution of questionnaires and secondary data through published sources.

### Sample size:

50 samples are selected randomly and information has been collected through distribution of questionnaire to the consumers in Karwar.

### Limitation:

1. The study confined only to 50 consumers of different product.
2. The study has been restricted to only Karwar taluk.
3. Perception of sellers has not been taken into consideration.

#### IV. DATA INTERPRETATIONS

The survey results are organized as follows. In the first section, the demographic profile of respondents is presented. Where 50 respondents response is taken into consideration and their perception regarding one rupees fraud in the market is analyzed.

**Table.1: Demographic Profile of the Respondents**

Category	Particulars	Frequency	Percentage
Age	below 21	1	2
	21-40	20	40
	41-60	15	30
	61 and above	14	28
	<b>Total</b>	<b>50</b>	<b>100</b>
Gender	Male	21	42
	Female	29	58
	<b>Total</b>	<b>50</b>	<b>100</b>
Qualification	Primary	1	2
	Secondary	12	24
	Pre-university	13	26
	Under graduate	15	30
	Post Graduate	9	18
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The Table.1 reveals the demographic profile of the respondents. On the basis of demographic profile we can make following analysis.

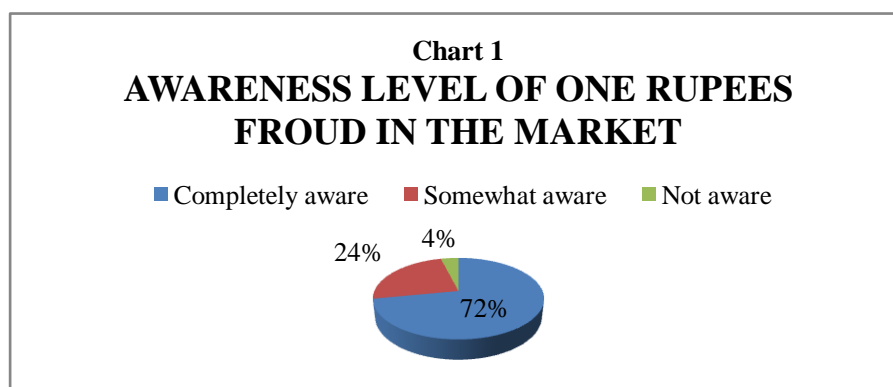
##### 1. Awareness Level of One Rupees Froud in the Market

**Table.2:**

Response	Frequency	Percentage
Completely aware	36	72
Somewhat aware	12	24
Not aware	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The above table 2 shows that 72% of respondents are completely aware of one rupees fraud in the market. It is mainly because they are selling the goods at round figure but showing the price less than one rupee on actual price. And 24% of respondents are replied that they are somewhat aware one rupees fraud in the market. Lot of thing is there to do when it comes to the matter of fixing the price for the products. But only 4% respondents are not aware about the fraud in the market.



## 2. Consumption of the Product for One Rupees Less Than Actual Price

**Table.3:**

Response	Frequency	Percentage
Yes	50	100
No	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The Table.3 shows that 100% of respondents responded that they are purchased products at less than one rupee on actual price. Because now a days it the practice of the sellers to fix the price one rupee less than actual price. But it will be a problem to the consumers and to the government.

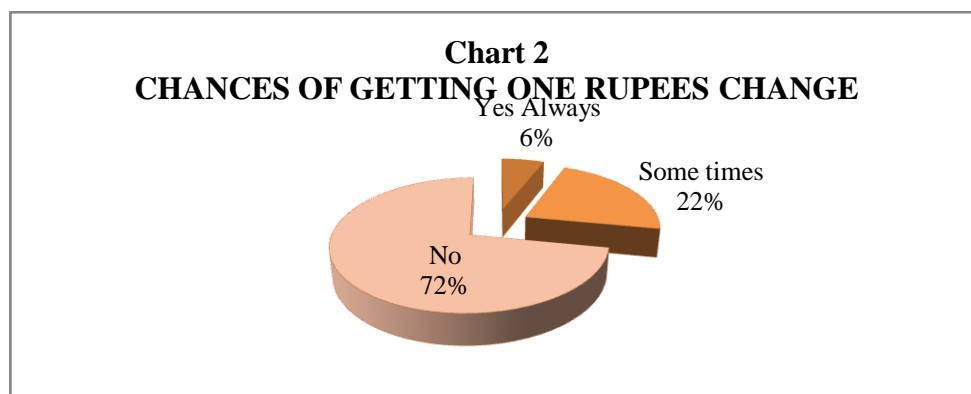
## 3. Chances of Getting One Rupees Change

**Table.4:**

Response	Frequency	Percentage
Yes Always	3	6
Some times	11	22
No	36	72
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The Table 4 shows the chances of getting one rupee change while purchasing the goods one rupee less than actual price. Out of 50 respondents, 72% of respondents said that they are not getting the changes while purchasing the goods one rupee less than actual price. Because the shopkeepers can make extra profit by keeping this changes from many consumers. 22% respondents agreed that sometimes they are getting the changes and 6% respondents are always getting the changes.



## 4. Helpful To the Consumers

**Table.5:**

Response	Frequency	Percentage
Yes	1	2
No	49	98
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The Table 5 shows that 98% of respondents responded that the pricing policy like keeping one rupee less than actual price is helpful or not helpful to the consumers. 98% of respondents says that this type of pricing policy not helpful to the consumers. Because consumers are not getting any changes from the sellers and they will think the price of the product is less but in reality price will be more.

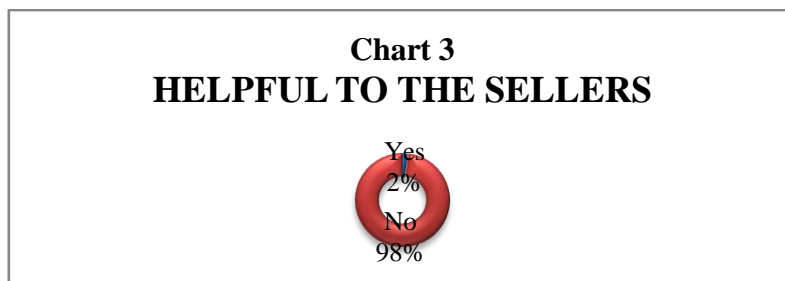
### 5. Helpful To the Sellers

**Table.6**

Response	Frequency	Percentage
Yes	49	98
No	1	2
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The Table 6 shows that 98% of respondents responded that the pricing policy like keeping one rupee less than actual price is helpful or not helpful to the sellers. 98% of respondents say that this type of pricing policy will be helpful to the sellers. Because sellers are not giving any changes to the consumers and they will keep the changes with them only. If consumers are more, they can earn more extra profit without any records.



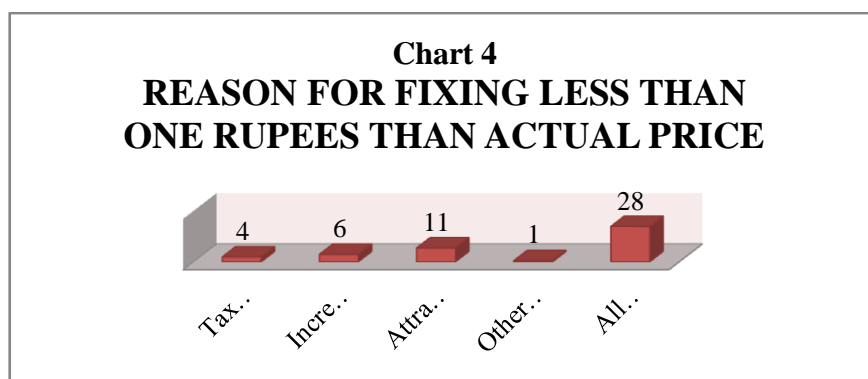
### 6. Reason for Fixing Less Than One Rupees than Actual Price

**Table.7:**

Response	Frequency	Percentage
Tax reduction	4	8
Increase the profit	6	12
Attract the consumers	11	22
Other reasons	1	2
All the above	28	56
<b>Total</b>	<b>50</b>	<b>100</b>

Source: primary data

The Table 7 shows 56% of respondents responded that there are many reasons for fixing price one rupee less than actual price like Tax reduction, Increase the profit, Attract the consumers etc. It is quite common for many sellers to earn more profit, to reduce the tax, attracting the consumers etc. but remaining respondents concentrating some particular reason for the fixation of price less than one rupees.



## 7. Chances of Getting Extra Profit

**Table.8:**

Response	Frequency	Percentage
Yes	41	82
No	9	18
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The Table 8 shows that 82% of the respondent opinion that the sellers can earn extra profit without any records by offering product at one rupee less than actual cost. This is possible only when they keep the changes with them only. Every day they meet the number of customers, from each of them they are keeping the changes and earning extra profit and they do not maintain any records for that profit.

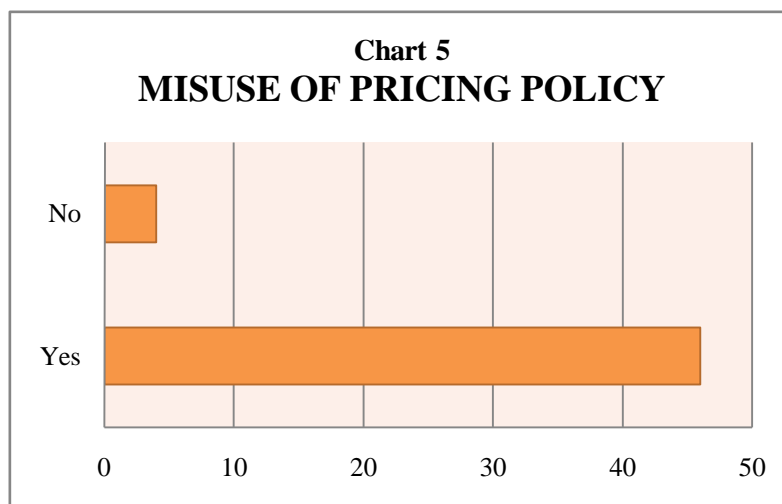
## 8. Misuse of Pricing Policy

**Table.9:**

Response	Frequency	Percentage
Yes	46	92
No	4	8
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The Table 9 shows 92% of respondents responded that the pricing policy will be misused. Because the shopkeepers are not giving change to the consumers, they are not maintaining the records for that amount etc. and 8% respondents are saying that that policy is not misused.



## 9. Cheating the Government by Showing Less Profit

**Table.10:**

Response	Frequency	Percentage
Yes	45	90
No	5	10
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The Table 8 shows 90% of respondents responded that the sellers are cheating the government by showing less profit. Because all the consumers know that the sellers are taking round figure price. But the label in the product is showing one rupees less than the price. Shopkeepers are not returning the change because it's a matter of just one rupee. But they are showing less than one rupees in the profit then they can hide the profit. 10% respondents are not agreeing with this point.

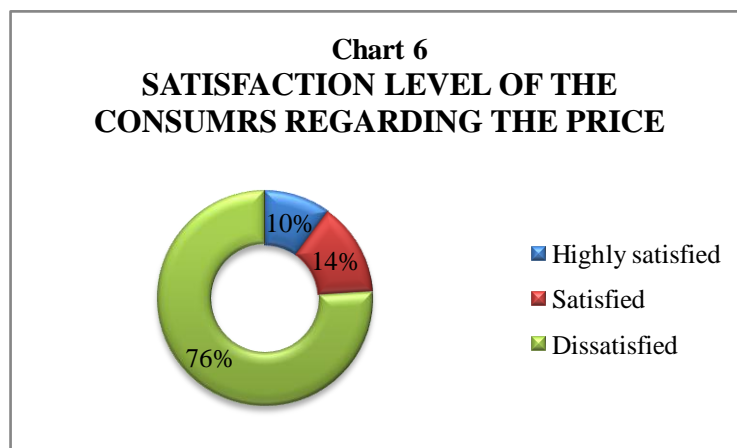
#### 10. Satisfaction Level of the Consumers Regarding the Price

Table.11:

Response	Frequency	Percentage
Highly satisfied	5	10
Satisfied	7	14
Dissatisfied	38	76
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

The Table 10 shows the satisfaction level of respondents regarding price. 76% of respondents are responded that they are dissatisfied with the pricing policy. The core objective of business is to earn profit. To earn more profit they must attract the consumers, it will become problem to the consumers. But remaining respondents are satisfied with that pricing policy.



#### 11. Need of Taking the Action

Table.12:

Response	Frequency	Percentage
Yes	41	82
No	9	18
<b>Total</b>	<b>50</b>	<b>100</b>

Source: primary data

The study revealed that 82% of respondents responded that there is need for taking the action for this type of pricing policy. The respondents are saying if they fix exact price then there will be no problem for any one. But 18% respondents responded that no need of taking action for this type of issues.

#### V. FINDINGS

Major findings of the study are:

1. It has found that most of the consumers are completely aware of one rupees fraud in the market.
2. Most of the consumers are not getting the changes while purchasing the goods for one rupee less than actual price.

3. It has found that the pricing policy of one rupees less than actual price is not helpful to the consumers but it is helpful to the sellers.
4. The study reveals many reasons for fixing price one rupee less than actual price like Tax reduction, Increase the profit, Attract the consumers etc.
5. It is found the sellers can earn extra profit without any records by offering product at one rupee less than actual cost.
6. The study tells that the pricing policy of one rupee less than actual price will be misused and sellers are cheating the government by showing fewer prices.
7. It is found that the consumers are dissatisfied with the pricing policy and they need to take the action for this kind of issue.

## **VI. SUGGESTION**

1. In order to save the money the consumers must pay the bill by cash less mode for this type of pricing products.
2. In order to satisfies the consumers and for removing the frauds in the market the government has to implement the rules for the fixation of round figure price.
3. There is a need for the government to adopt the round figure price in the market to collect accurate tax for the profit and to remove the record less profit of the sellers.

## **CONCLUSION**

The result of my study shows the perception and awareness level of consumers regarding one rupees fraud in the market. From the study it is clear that majority of consumer's aware about one rupees fraud in the market and should not satisfied with the pricing policy of one rupee less than actual price. In the marketing system the consumer's satisfaction is very important but lot of thing is there to do when it comes to the matter of satisfaction of the consumers. In this context the government should try to make aware the consumers about modern technical knowledge in the beginning and to adopt cashless transaction while purchasing the products. There is a need for the government to adopt the round figure price in the market to collect accurate tax for the profit and to remove the record less profit of the sellers.

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