

An Empirical Analysis of Consumer Attitude towards Market Malpractices in Thiruvannamalai District

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ABSTRACT

Market malpractices such as adulteration, substandard goods, unfair trade practices have become major challenges affecting consumer welfare in recent years. This study examines the attitude of consumer towards these malpractices in thiruvannamalai District. The primary objectives is to analyze consumer awareness, perception, and behavioral response to adulterated products, low –quality goods, and unethical business practices. The study is based on primary data collected from 500 respondents using a structured questionnaire. Convenience sampling technique has been adopted for data collection. The collected data were analyzed using statistical tools such as percentage analysis, chi-square test, and analysis of variance (ANOVA) to identify the relationship between socio-economic variables and consumer attitude. The finding of the study reveal that while a significant proportion of consumers are aware of adulteration and unfair trade practices, their level of awareness regarding legal remedies and consumer protection mechanisms is relatively low. It also observed that demographic factors such as age, education, income, and occupation have a significant impact on consumer attitude. Further, many consumers tend to lack of proper knowledge and procedural difficulties in filing complaints. The study concludes that there is an urgent need to strengthen consumer awareness programmes, improve access to grievance redressal systems, and ensure strict enforcement of consumer protection laws. The results of the study will help policymakers, consumer organizations, and marketers to promote ethical practices and enhance consumer protection in the market.

Keywords: Consumer Attitude, Market Malpractices, Adulteration, Substandard Goods, Unfair Trade Practices, Consumer Behavior, Consumer Protection, Thiruvannamalai District.

Introduction

In the modern competitive market environment, consumers play a vital role in determining the success and sustainability of businesses. However, the rapid growth of industrialization and commercialization has led to the emergence of various market malpractices such as adulteration, sale of substandard goods, and unfair trade practices. These unethical practices not only exploit consumers but also pose serious threats to their health, safety, and economic well-being. Adulteration refers to the practice of reducing the quality of goods by adding inferior or harmful substances, especially in essential commodities like food product. Similarly, substandard goods are products that fail to meet the prescribed quality standards, thereby deceiving consumers and reducing product reliability. Unfair trade practices

include misleading advertisements, false representations, hoarding, black marketing, and overpricing, which ultimately distort market transparency and consumer trust. In India, despite the existence of various consumer protection laws and regulatory bodies, the prevalence of such malpractices remains a major concern. Consumers often lack adequate awareness about their rights and the available grievance redressal mechanisms. As a result, many of them either remain silent or fail to take appropriate action against such exploitation. Thiruvannamalai District, being a developing region with a mix of rural and urban population, provides a relevant context to study consumer attitude towards these issues. The diversity in socio-economic conditions, literacy levels, and access to information significantly influences consumer awareness and behavior in the district. Therefore, this study attempts to analyze the attitude of consumers towards adulteration, substandard goods, and unfair trade practices in Thiruvannamalai District.

Important Concept

- **Consumer Attitude**

Consumer attitude refers to the feelings, beliefs, and behavioral intentions of consumers towards product, service, or market practices. Includes:

- Awareness level
- Perception of quality
- Reaction towards unfair practices
- Decision – making behavior

- **Market Malpractices**

Market malpractices are unethical or illegal activities carried out by sellers or producers to gain profit by exploiting consumers. These include:

Misrepresentation of products

- Overpricing
- False Claims
- Selling defective goods

- **Adulteration**

Adulteration is the process of adding inferior or harmful substance to a product, especially food items, which reduces its quality and may affect health. It is a serious issue in consumer protection.

- **Substandard Goods**

Substandard goods are products that do not meet the prescribed quality standards set by regulatory authorities. These goods:

- Lack durability
- Fail to meet safety norms
- Misled consumers

- **Unfair Trade Practices**

Unfair trade practices refer to deceptive, fraudulent, or unethical business activities adopted by sellers. Examples include:

- False advertising
- Hoarding and black marketing
- Fake discounts
- Warranty misrepresentation

Statement of Problem

In today's market environment, consumers are increasingly exposed to unethical practices such as adulteration, substandard goods, and unfair trade practices. These issues affect product quality, consumer safety, and trust in the market. Even though there have been improvements in production and marketing, such malpractices continue to exist, especially in developing areas where consumer awareness and law enforcement are limited. Adulteration in essential goods, particularly food items,

creates serious health risks. Substandard goods lead to financial loss and dissatisfaction among consumers. Unfair trade practices such as misleading advertisements, overpricing, and false claims further exploit consumers due to their lack of awareness. Although legal measures like the consumer protection Act, 2019 exists to protect consumers, many people are not fully aware of their rights or the procedures to file complaints. As results, they often do not take action against such practices. In Thiruvannamalai District, difference in education, income, and access to information influence how consumers perceive and respond to these issues. Therefore, it is important to study consumer attitudes towards market malpractices in this region.

Scope of the Study

The present study focuses on analyzing consumer attitude towards market malpractices such as adulteration, substandard goods, and unfair trade practices in Thiruvannamalai District. The scope of the study is confined to understanding the level of awareness, perception, and behavior of consumers regarding these issues. Geographically, the study is limited to Thiruvannamalai District, covering both rural and urban areas to obtain a balanced view of consumer opinions. The study considers a sample of 500 respondents selected from different socio-economic backgrounds, including variations in age, gender, income, education, and occupation. Conceptually, the study examines key aspects such as consumer awareness, identification of adulterated and substandard products, experience with unfair trade practices, and the level of knowledge about consumer rights and grievance redressal mechanisms under the Consumer Protection Act, 2019. The study also explores the relationship between socio-economic factors and consumer attitude, and evaluates how these factors influence their response towards market malpractices. However, the study is limited to selected variables and does not cover all aspects of consumer behavior or all types of products and services.

About the Area of the Study

The present study is confined to Thiruvannamalai District. It covers selected areas within the district, including both rural and urban regions. The study focuses on consumers residing in different parts of Thiruvannamalai District. Respondents are chosen from various socio-economic backgrounds such as students, employees, business people, and homemakers. The research examines consumer awareness regarding rights, movements, voluntary the study is limited only to Thiruvannamalai District and does not extend to other districts or states. It reflects the opinions and attitudes of consumers within this specific area during the period of study.

Objective of the Study

- To evaluate consumer attitudes towards exploitation through adulterated, substandard goods and unfair trade practices.

Hypothesis Formulation

Null Hypothesis (H₀): There is no significant difference in consumer attitudes towards exploitation through adulterated goods, substandard goods, and unfair trade practices.

Alternative Hypothesis (H₁): There is a significant difference in consumer attitudes towards exploitation through adulterated goods, substandard goods, and unfair trade practices.

Research Methodology

Research methodology refers to the systematic, theoretical analysis of methods and procedures used in conducting research. It explains how a research plan, designs, collects, analyzes, and interprets data to solve a research problem.

Research Design

The study adopts a quantitative research design because the objective is to analyze numerical data and test hypotheses statistically.

Data Collection

- **Primary Data:** Collected using a structured questionnaire with Likert-scale questions.
- **Secondary Data:** Collected from journals, reports, and official websites.

Sampling

- **Population:** Customers / Students / Respondents depending on study focus.
- **Sample Size:** 500 respondents selected using stratified random sampling.

- **Research Tools (Statistical Methods Used)**

- One-Sample t-test
- ANOVA (Analysis of Variance)
- Factor Analysis

Limitations of the Study

- The study is geographically limited to Thiruvannamalai district, and therefore, the findings may not be generalizable to other regions with different socio-economic conditions.
- The sample size is restricted to 500 respondents, which may not fully capture the diverse opinions and experiences of all consumer groups in the district.
- The study primarily relies on self-reported data from questionnaires and interviews, which may be subject to personal bias or inaccuracies in recall.
- Some respondents, especially in rural areas, may have limited literacy or legal understanding, affecting the depth of their responses.
- Digital literacy and online access issues posed challenges during data collection, especially in remote village.

Review of Literature

Patel (2020) Patel (2020) conducted a study on consumer awareness and attitude towards market malpractices in India. The study revealed that consumers were adulteration and substandard goods, but lacked knowledge about legal remedies. It highlighted that rural consumers were more vulnerable to unfair trade practices due to low literacy levels. The research emphasized the need for consumer education programs. It also found that price sensitivity often leads consumers to ignore product quality. The study suggested strengthening consumer protection mechanisms. Awareness campaigns through media were recommended. The findings support the present study by showing the gap between awareness and action. It concluded that attitude plays a key role in reporting malpractices. Thus, enhancing awareness can improve consumer behavior.

Meena and Sharma (2021) Meena and Sharma (2021) examined consumer perception towards unfair trade practices, especially in digital and retail markets. The study found that consumers frequently faced misleading advertisements and deceptive pricing strategies. It revealed that despite awareness, many consumers do not take action due to lack of time and trust in the legal system. The research highlighted the role of e-commerce in increasing exposure to malpractices. It suggested improving grievance redressal systems. The study also emphasized the importance of digital literacy among consumers. It concluded that consumer attitude is influenced by past experiences. The authors recommended strict implementation of consumer protection laws. This study is relevant as it highlights behavioral aspects of consumers. It also supports the need for awareness in semi-urban areas like Thiruvannamalai.

Kumar and Singh (2022) Kumar and Singh (2022) focused on adulteration practices in food products and consumer response. The study found that food adulteration is a major issue affecting consumer health and safety. It revealed that most consumers are aware of adulteration but lack the ability to identify it. The research highlighted that low-income groups are more affected. Regular inspections and strict penalties for offenders. The study also pointed out the role of government agencies in controlling malpractices. It emphasized the importance of labeling and certification. Consumer trust was found to be low in local markets. The study concluded that awareness alone is not sufficient without enforcement. This supports the current research focus on attitude and behavior.

Rani and Verma (2023) Rani and Verma (2023) studied consumer attitude towards substandard goods in rural and semi-urban areas. The study revealed that consumers often compromise on quality due to affordability issues. It found that brand awareness significantly influences purchasing decisions. The research showed that many consumers are unaware of product standards and certifications. It recommended educational initiatives to improve awareness levels. The study also highlighted the role of self-help groups in spreading consumer knowledge. It emphasized that women consumers are more cautious about product quality. The findings indicated a positive relationship between education and awareness. The study concluded that improving consumer literacy can reduce malpractices. This is relevant to the present study area.

Gupta and Nair (2024) analyzed consumer awareness and attitude toward consumer protection measures in India. The study found that awareness of consumer rights has improved in recent years. However, the usage of complaint mechanisms remains low. It highlighted that fear of lengthy procedures discourages consumers from taking action. The research emphasized the role of consumer courts and online grievance portals. It suggested simplifying the complaint process. The study also pointed out regional disparities in awareness levels. It recommended integrating consumer education into academic curricula. The findings showed that positive attitude leads to active participation in consumer protection. The study concluded that awareness, attitude, and action are interrelated. This strongly supports the objectives of the present research.

Data Analysis and Interpretation

- **“Demographic Profile:** This section studies the demographic profile of consumers and its impact on their awareness and attitudes towards adulteration, substandard goods, and unfair trade practices.

Descriptive Statistics

Particulars		Frequency	Percent
Gender	Male	193	38.6
	Female	290	58.0
	Transgender	17	3.4
	Total	500	100
Age Group	Below 20 years	36	7.2
	20-40 years	241	48.2
	40-60 years	150	30.0
	60 years and Above	73	14.6
	Total	500	100
Educational qualification	Upto School Education	126	25.2
	Graduate	141	28.2
	Post Graduate	141	28.2
	Illiterate	92	18.4
	Total	500	100
Occupation	Government Service	74	14.8
	Private Organization	126	25.2
	Business/ Profession	72	14.4
	Agriculture	79	15.8
	Unemployed	53	10.6
	Homemaker	61	12.2
	Students	35	7
	Total	500	100
Monthly Income	Below Rs.10,000	107	21.4
	Rs.10,000-20,000	121	24.2
	Rs.20,000-30,000	138	27.6
	Above Rs.30,000	134	26.8
	Total	500	100
Size of Family	Below-2	26	5.2
	2 to 4	176	35.2
	4 to 6	188	37.6
	Above 6	110	22.0
	Total	500	100

Interpretation

This study involved 500 respondents to assess their awareness and attitude towards consumer rights and protection measures. Out of these, 58% were females and 38.6% were males, while 3.4% were transgender, showing higher female participation in consumer-related issues. Most respondents (48.2%) belonged to the 20 to 40 years age group, followed by 30% in the 40 to 60 age group, indicating

that a majority are in their productive years, which may influence their level of awareness. In terms of education, most respondents were graduates (28.2%) and postgraduates (28.2%), while 25.2% had school-level education and 18.4% were illiterate. This shows that a considerable portion of the respondents are educated, which likely contributes to better understanding of their consumer rights. Regarding family size, the majority belonged to 4 to 6 member families (37.6%), followed by 2 to 4 members (35.2%), while 22% had above 6 members and only 5.2% had below 2 members, indicating the dominance of medium-sized families. When all factors are considered together—gender, age, education, and family structure it is clear that consumer awareness is relatively higher among young to middle-aged and educated individuals. On the other hand, elderly, less educated, and smaller population groups may require more support and awareness regarding consumer rights. Overall, this analysis helps to better understand consumer behavior and highlights the need for targeted awareness programs, especially for illiterate and older population groups, to ensure inclusive consumer protection.

One-Sample t-Test

One-Sample Statistics and One-Sample Test – Consumer Attitudes towards Exploitation through Adulterated or Substandard Goods and Unfair Trade Practices

The One-Sample Statistics and One-Sample t-test are employed to examine whether the mean level of consumer attitudes towards exploitation through adulterated or substandard goods and unfair trade practices differs significantly from a specified test value. The statistical measures present the average attitude level and its variability, while the t-test evaluates the significance of the deviation. This analysis helps to assess consumers' overall perceptions, concerns, and behavioural responses towards market malpractices.

One-Sample Statistics and One-Sample Test – Consumer Attitudes towards Exploitation through Adulterated or Substandard Goods and Unfair Trade Practices

Particulars	N	Mean	Std. Deviation	Std. Error Mean	T	Sig. (2-tailed)
I have personally experienced purchasing adulterated or substandard goods	500	4.072	1.1390	.0509	79.938	.000
Adulteration and cheating by traders are common in my locality	500	3.852	1.0846	.0485	79.412	.000
Many traders engage in unfair practices such as overpricing and under-weighting	500	3.590	1.0565	.0472	75.984	.000
I am confident in identifying adulterated or fake products when purchasing	500	3.424	1.0838	.0485	70.645	.000
I find it difficult to take action when cheated	500	3.212	1.2239	.0547	58.681	.000
Traders should be strictly punished for selling adulterated or substandard goods	500	3.296	1.1727	.0524	62.849	.000
I take precautions like checking expiry date, seal, and quality marks before buying goods	500	3.098	1.2359	.0553	56.051	.000
I have stopped buying from shops suspected of unfair trade practices	500	2.756	1.3160	.0589	46.827	.000
Consumers are not adequately protected from exploitation in the consumer system	500	3.164	1.2666	.0566	55.857	.000
I am willing to report cases of adulteration or cheating to the concerned authorities	500	2.676	1.3231	.0592	45.226	.000

Source: Primary Data

The One-Sample t-test results indicate that all statements relating to consumer attitudes towards exploitation through adulterated or substandard goods and unfair trade practices are statistically significant (Sig. = .000 < 0.05). The highest mean scores are observed for personal experience of purchasing adulterated or substandard goods (Mean = 4.072) and the perception that adulteration and cheating are common (Mean = 3.852), followed by concerns regarding unfair practices (Mean = 3.590). Respondents show moderate agreement in terms of confidence in identifying fake products (Mean = 3.424) and the need for strict punishment of traders (Mean = 3.296). Comparatively lower mean values are recorded for stopping purchases from suspected shops (Mean = 2.756) and willingness to report

cases (Mean = 2.676). This suggests that while consumers recognize exploitation and unfair practices, their corrective and reporting behaviour remains relatively weak in Thiruvannamalai district.

Analysis of Variance (ANOVA)

ANOVA – Gender and Consumer Attitudes towards Exploitation through Adulterated or Substandard Goods and Unfair Trade Practices

Particulars	F	Sig.
I have personally experienced purchasing adulterated or substandard goods	1.033	.357
Adulteration and cheating by traders are common in my locality	.884	.414
Many traders engage in unfair practices such as overpricing and under-weighing	.791	.454
I am confident in identifying adulterated or fake products when purchasing	1.594	.204
I find it difficult to take action when cheated	1.524	.219
Traders should be strictly punished for selling adulterated or substandard goods	1.648	.194
I take precautions like checking expiry date, seal, and quality marks before buying goods	1.210	.299
I have stopped buying from shops suspected of unfair trade practices	.391	.677
Consumers are not adequately protected from exploitation in the consumer system	1.317	.269
I am willing to report cases of adulteration or cheating to the concerned authorities	.559	.572

Source: Primary Data

The ANOVA results show that the significance values for all attitude statements are greater than the 0.05 level of significance, indicating that gender does not have a statistically significant influence on consumer attitudes. Hence, the null hypothesis is accepted, implying that consumer attitudes towards adulteration, unfair trade practices, precautionary behaviour, and reporting tendencies are similar across gender groups in Thiruvannamalai district.

ANOVA – Age and Consumer Attitudes towards Exploitation through Adulterated or Substandard Goods and Unfair Trade Practices

Particulars	F	Sig.
I have personally experienced purchasing adulterated or substandard goods	4.748	.003
Adulteration and cheating by traders are common in my locality	2.443	.063
Many traders engage in unfair practices such as overpricing and under-weighing	5.754	.001
I am confident in identifying adulterated or fake products when purchasing	1.439	.231
I find it difficult to take action when cheated	3.758	.011
Traders should be strictly punished for selling adulterated or substandard goods	2.322	.074
I take precautions like checking expiry date, seal, and quality marks before buying goods	4.470	.004
I have stopped buying from shops suspected of unfair trade practices	.332	.802
Consumers are not adequately protected from exploitation in the consumer system	1.291	.277
I am willing to report cases of adulteration or cheating to the concerned authorities	1.228	.299

Source: Primary Data

The ANOVA results indicate that age has a statistically significant influence on certain attitude statements, as the significance values for experiences of purchasing adulterated or substandard goods (.003), perception of unfair practices such as overpricing and under-weighing (.001), difficulty in taking action when cheated (.011), and precautionary behaviour (.004) are less than 0.05. However, for the remaining statements, the significance values are greater than 0.05, indicating no significant differences. Hence, the null hypothesis is partially rejected, implying that consumer attitudes vary across age groups only for selected aspects of exploitation and precautionary practices in Thiruvannamalai district.

Factor analysis - Consumer Attitudes towards Exploitation through Adulterated or Substandard Goods and Unfair Trade Practices

Factor analysis is employed in this study to identify the underlying dimensions of consumer attitudes towards exploitation through adulterated or substandard goods and unfair trade practices. A total of 10 attitude-related variables are considered to determine the key factors that influence consumers' perceptions and behavioural responses to market malpractices. This technique helps in

reducing the number of interrelated variables into a smaller set of coherent factors, thereby improving data interpretation. The use of factor analysis provides deeper insights into the dominant attitude patterns among consumers in Thiruvannamalai district.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.711
Bartlett's Test of Sphericity	Approx. Chi-Square	585.837
	Df	45
	Sig.	.000

The KMO and Bartlett's Test results indicate that the data is suitable for factor analysis. The KMO value of 0.711 shows acceptable sampling adequacy, suggesting that the variables are appropriate for factor extraction. Further, Bartlett's Test of Sphericity is statistically significant (Chi-Square = 585.837, Sig. = 0.000 < 0.05), indicating that the variables are sufficiently correlated. Hence, factor analysis can be appropriately applied to examine consumer attitudes towards exploitation through adulterated or substandard goods and unfair trade practices.

Communalities

Particulars	Initial	Extraction
I have personally experienced purchasing adulterated or substandard goods	1.000	.669
Adulteration and cheating by traders are common in my locality	1.000	.610
Many traders engage in unfair practices such as overpricing and under-weighting	1.000	.462
I am confident in identifying adulterated or fake products when purchasing	1.000	.409
I find it difficult to take action when cheated	1.000	.492
Traders should be strictly punished for selling adulterated or substandard goods	1.000	.343
I take precautions like checking expiry date, seal, and quality marks before buying goods	1.000	.428
I have stopped buying from shops suspected of unfair trade practices	1.000	.438
Consumers are not adequately protected from exploitation in the consumer system	1.000	.691
I am willing to report cases of adulteration or cheating to the concerned authorities	1.000	.557

Extraction Method: Principal Component Analysis

The communalities table shows the extent to which each variable is explained by the extracted factors. The extraction values indicate that most variables have moderate communalities, meaning they are reasonably represented in the factor structure. Variables such as lack of adequate consumer protection (.691), experience of adulterated goods (.669), and adulteration and cheating in the locality (.610) show higher communalities, indicating strong representation in the analysis. However, a few variables, such as strict punishment for traders (.343) and confidence in identifying fake products (.409), show comparatively lower values. Overall, the results suggest that the majority of attitude variables contribute adequately to the factor analysis.

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.476	24.759	24.759	1.823	18.229	18.229
2	1.537	15.373	40.132	1.744	17.444	35.672
3	1.085	10.846	50.979	1.531	15.307	50.979
4	.918	9.178	60.157			
5	.780	7.805	67.962			
6	.733	7.331	75.293			
7	.694	6.943	82.235			
8	.661	6.611	88.846			
9	.616	6.161	95.008			
10	.499	4.992	100.000			

The Total Variance Explained table shows that three components have eigenvalues greater than 1, and these factors are retained for interpretation. Together, these three factors explain 50.979% of the total variance, which is acceptable for social science research. The first factor explains the largest share of variance, followed by the second and third factors. This indicates that the ten attitude variables can be grouped into three meaningful underlying factors, simplifying the analysis of consumer attitudes towards exploitation through adulterated or substandard goods and unfair trade practices.

Findings

Demographic Variables

- It is found that the majority of the respondents are female (58.0%), followed by male respondents (38.6%), while transgender respondents constitute only 3.4%.
- It is found that most respondents belong to the 20-40 years age group (48.2%), followed by those in the 40-60 years category (30.0%).
- It is found that graduates (28.2%) and postgraduates (28.2%) together constitute the majority (56.4%) of the respondents.
- It is found that employees working in private organizations constitute the largest group (25.2%) among the respondents.
- It is found that the majority of respondents fall within the income group of Rs.20,000-30,000 (27.6%), followed closely by those earning above Rs.30,000 (26.8%).
- It is found that most respondents belong to families with four to six members (37.6%), followed by those with two to four members (35.2%).

One-sample t-test

- The one-sample t-test results show that all statements are statistically significant ($p < 0.05$), indicating strong consumer opinions on market malpractices. The highest mean is for personal experience of adulterated goods (4.072), showing direct exposure.

Analysis of variance (ANOVA)

- The ANOVA results show that the significance values for all attitude statements are greater than the 0.05 level of significance, indicating that gender does not have a statistically significant influence on consumer attitudes. Hence, the null hypothesis is accepted,
- However, for the remaining statements, the significance values are greater than 0.05, indicating no significant differences. Hence, the null hypothesis is partially rejected, implying that consumer attitudes vary across age groups only for selected aspects of exploitation and precautionary practices in Thiruvannamalai district.

Factor analysis

- Bartlett's Test of Sphericity is statistically significant (Chi-Square = 585.837, Sig. = 0.000 < 0.05), indicating that the variables are sufficiently correlated.

Suggestion

- It is suggested that government agencies and consumer protection organizations should conduct more frequent consumer awareness programmes to educate consumers about their rights and protection mechanisms.
- It is suggested that consumer education should be incorporated into school and college curricula to improve awareness of consumer rights from an early stage.
- It is suggested that consumers should be encouraged to participate in consumer voluntary organizations to strengthen collective action against unfair trade practices.
- It is suggested that special campaigns should be conducted to improve consumers' knowledge of legal remedies and procedures for filing complaints in consumer forums.
- It is suggested that online consumer complaint portals and mobile applications should be widely promoted to enable consumers to easily file complaints against unfair trade practices.

Conclusion

The present study on "An Analytical study of consumer Attitude towards market malpractices, Adulteration, substandard goods, and unfair trade practices in thiruvannamalai District" reveals that consumers are increasingly aware of the existence of market malpractices, yet their level of deep understanding and proactive response remains moderate. While a significant number of respondents recognize issues such as adulteration and substandard goods, their awareness of legal rights, complaint mechanisms, and redressal agencies is comparatively limited. The findings indicate that consumer attitude is influenced by factors such as education, income level, and access to information. Many consumers show a negative attitude towards unfair trade practices, but practical action – like filling complaints or seeking legal remedies – is still low.

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