1. RESEARCH METHODOLOGY:

   a. The Researcher has used survey method in order to evaluate the awareness of consumers towards their rights, duties and responsibilities.

   b. Data Collection:

      The data are collected through primary and secondary sources.

      **Method of Data Collection:**

      Primary Data were collected through a well structured questionnaire.

      | Sr. No. | Methods of Data Collection | Justification |
      |--------|-----------------------------|---------------|
      | 1      | Questionnaire               | Open-ended questions as well as close-ended questions were asked to generate responses of the consumer and sellers regarding awareness of rights and responsibilities. |

      Secondary Data were collected through journals, research reports, newspaper and internet.

   c. Sampling:

      **Universe**

      This research proposal shall be considered as a pilot study to evaluate the role of consumers regarding the rights and responsibilities with special reference to Consumer Protection Act. A sample size of on an average 1200 consumers has been selected on the basis of random sampling.

      **Justification of the Universe:**

      Considering the cost and time constraint the research was restricted from Mumbai. C.S.T. to Mulund which falls under Mumbai Central area and Churchgate to Borivali which is under Mumbai Western region.
Justification of Sample:

The sample is well justified on the following grounds.

I. Sample size is large and adequate.

II. Sample fairly represents the Universe under study.

III. The Sample considers household and selling outlets as only the user / consumer of the commodity, who would be studied for the purpose of project.

IV. Considering the largeness of sample-size the question of biasness can be minimized.

d. Data Analysis:

The Data Collected with the help of various sources were tabulated and analysed with the help of statistical methods such as averages, percentages, standard deviation, correlation, etc. The conclusions were drawn on the basis of analysis and interpretation. The hypotheses were tested with the help of suitable statistical tests. A few suggestions were made at the end.