

Role of consumers rights in consumers life

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ABSTRACT

Although customers are referred to as the king of the market in the present period, many unfavorable factors affect them, including deceptive ads, underwhelming products, unsatisfactory services, etc. Therefore, in order to safeguard fundamental consumer rights, the Indian government has made advancements through passing different Acts and other regulations aimed at defining, educating, and assisting consumers. The idea of consumer protection is not new in India; it has existed from the beginning of trade and commerce. In the nation's history of socioeconomic law, the Consumer Protection Act of 1986 marks a turning point. The Consumer Protection Act's impact on consumer awareness and consumerism is discussed in the current study.

Key words : consumer, protection

INTRODUCTION

The term "king of the market" refers to customers in the modern era, yet this idea is not accurate. Without a doubt, since consumers continue to be the least protected segment of the market and are at a disadvantage as a result of the lack of protection for their rights. They are in pain from a variety of undesirable components, such as deceptive advertising, underweight products, dissatisfactory services, etc. As a result, numerous consumer associations and agencies must fight for consumer protection. The government has also made a lot of progress, but it still has a significant role to play by passing appropriate legislation and vigorously enforcing it. Since 1989, India has celebrated March 15 as "National Consumers Day." This day is significant historically because it was on this day in 1962 that the US Congress first introduced the Consumer Rights Act. For the first time, US President John F. Kennedy outlined four fundamental consumer rights: the right to safety, information, choice, and Be aware that the consumer movement recently added four new rights, including the rights to: the satisfaction of basic needs; redress; education; and a healthy environment, all under the direction of Consumers International, a global federation of consumer organisations. Therefore, in today's world, the fundamental consumer rights can be summed up as follows.

- The right to satisfaction of basic needs: the right to obtain basic, necessary commodities and services, including enough food, clothing, shelter, health care, education, public utilities, water, and sanitary facilities;
- The right to safety: The protection against goods, manufacturing procedures, and services that endanger life or health;
- The right to be informed: The right to information receiving the information required to make an informed decision and being shielded from dishonest or false advertising and labeling;
- The right to choose: The freedom to decide: being able to choose from a variety of goods and services that are provided at affordable rates and with the assurance of adequate quality;
- The right to be heard: The representation of consumer interests in the formulation and implementation of public policy as well as in the design of goods.
- The right to redress: To be provided with a reasonable settlement of disputes, including payment for misrepresentation, poor quality products, or subpar services;

- The right to consumer education: The right to consumer education is the right to obtain the information and skills necessary to make knowledgeable, assured decisions regarding products and services while being aware of fundamental consumer rights and obligations and knowing how to uphold them;
- The right to a healthy environment: It includes the freedom to live and work in a setting that poses no risk to the wellbeing of current or future generations.

To help consumers, the Indian government has passed a number of Acts and done other development actions while taking into account the global consciousness. Among the Acts are the Indian Penal Code, the Standards of Weights and Measures Act, and the Motor Vehicle Act. Despite these Acts, there was a policy disease in the area of consumer protection that affected concerns relating to consumers. The passage of the Consumer Protection Act, 1986 by Parliament in 1986 marked a significant advancement.

CONSUMER

Former US President John F. Kennedy stated: "Consumers by definition encompass us all on March 15, 1962. They are the greatest economic group, influencing practically all public and private economic decisions as well as being influenced by them. They are the only significant group, nevertheless, whose opinions are frequently ignored.

The definition of "consumer" in the Oxford Advanced Learner's Dictionary is "A person who purchases goods or uses services." Additionally, it is defined as "one who consumes, individuals who purchase, use, maintain, and dispose of products and services" in Black's Law Dictionary. a person who belongs to that large group of individuals who are impacted by political decisions made about prices, financial arrangements, the quality of goods and services, credit reporting, debt collection, and other business operations covered by state and federal laws protecting consumers.

AWARENESS OF CONSUMERS

Making a consumer aware of their rights is known as consumer awareness. It is a marketing term that denotes that customers are aware of the goods or services they are buying, as well as its features and the other three marketing Ps (place of purchase, pricing, and promotion). The first consumer movement started in England after World War II, but the United States of America issued the first contemporary declaration of consumer rights in 1962, recognizing four fundamental rights for consumers: choice, knowledge, safety, and the right to be heard. Consumer activist Ralph Nadar is regarded as the founder of the "consumer movement." Today, March 15 is recognized as World Consumer Rights Day. In order to fulfill the goals of maintaining consumer protection and establishing high standards of ethical behaviour for individuals engaged in the manufacturing and distribution of goods and services, the United Nations adopted a number of guidelines in 1985. Manufacturers and traders take advantage of consumers in a number of ways, including high costs, duplicate products, undersized and underweight items, rough behavior, unfair conditions, and artificial scarcity. Consumers are taken advantage of due to a lack of knowledge, supplies, and literacy.

CONSUMER PROTECTION

The idea of consumer protection is not new in India; it has existed from the beginning of trade and commerce. Therefore, it should not come as a surprise that Kautilya's "Arthashastra" includes references to the protection of consumer interests against exploitation by trade and industry, underweight and measurement, and adulteration. He also recognized the need for punishment. According to Bhave (2009), the campaign to protect consumers' interests is a relatively new development. Consumers need to be informed about both the business and security and health elements of buying and selling items. Nowadays, consumers are more knowledgeable than ever about food safety. Food products' quality is influenced by both their nutritional value and their suitability for human ingestion. eating tainted or tampered-with food With the help of QuillBot's paraphraser, you can rapidly and effectively rework and rephrase your content by taking your sentences and making adjustments! is a significant factor in human disease and suffering. There are 500 consumer organizations engaged in the consumer protection sector. They address different facets of consumer exploitation. Among the notable ones are: Mumbai-based Consumer Guidance Society and Citizens Action Group. To ensure that producers and retailers adhere to uniformity and openness in their pricing, stock levels, and product quality, strict regulatory procedures were required.

One of the most significant actions done to safeguard the interests of consumers was the adoption of the Consumer Protection Act of 1986. The Act's provision became operative on July 1, 1987.

A SUMMARY OF THE CONSUMER PROTECTION ACT, 1986

A significant turning point in the history of socioeconomic law in the nation is the Consumer Protection Act of 1986 (68 of 1986). Unlike previous regulations, which are punitive or preventive in character, the new law's main goal is to offer improved consumer protection. The Act aims to offer quick, easy, and affordable resolution for consumer complaints. It aims to advance and defend consumer interests against shortcomings and flaws in products or services. Additionally, it aims to protect consumer rights against unfair or constrictive business practices that suppliers and sellers could engage in. The Indian Penal Code, 1870, the Indian Contract Act, 1872, the Drugs Control Act, 1950, the Industries (Development and Regulation) Act, 1951, the Indian Standards Institution (certification marks) Act, 1952, the Drug and Magic Remedies (Objectionable Advertisement) Acts, 1954, the Prevention of Food Adulteration Act, 1954, the Essential Commodities Act, 1955, and the Trade and Mercha Act are just a few of the laws that were passed in India as well as the 1985 Narcotic Drugs and Psychotropic Substances Act. The Sale of Goods Act, 1930, Agriculture Produce (Grading and Marketing) Act, 1837, and Drugs and Cosmetics Act, 1940 are three important pre-independence consumer protection laws. The Consumer Protection Act provides a cheaper and more convenient alternative to civil litigation, which is currently the only accessible remedy.

CONSUMERS' SOCIAL ERRANDS FOR CONSUMERS

The social responsibility of consumers is to bring to light any illegal business practices used by the manufacturer, supplier, or service provider. The practice in certain industrialized countries, where the vendors proclaim, "Goods once sold will never be taken back," contrasts sharply with unethical noting like "Goods once sold will never be taken back."

"If for any reason you are not completely satisfied with our product, you may return it to us within one month for a replacement or a refund of your purchase price." This is the outcome of consumer awareness. Consumers must understand their value and position in society. Only when we actively participate in the consumer movements by being aware of our rights

and upholding them can they become successful movements. It necessitates a collective voluntary effort from everyone. Consumer safety begins with being informed! The government manages the provision of services in areas including municipal services, drinking water supply, health, education, and energy. The community at large uses these services, yet little is known about how effectively they are delivered or how satisfied customers are. Various services occasionally conduct covert social audits and user feedbacks, which provide important insight into the adjustments these services need. Engagement of users for feedback and management are two fundamental elements that often contribute to the effectiveness of the service delivery mechanism. For instance, the Government of Gujrat has adopted the initiative of decentralized community managed in village water supply management, wherein a local community institution is developed at the village level for the development of infrastructure for the delivery of drinking water services as well as its operation and maintenance. By establishing an independent organization called the Water and Sanitation Management Organization (WASMO) to carry out social processes at the village level for institution development and capacity enhancement, the method was implemented in a mission-mode. As a result of the mission mode, the state now has more than 13,000 Village Pani Samities managing service delivery at the village level.2009 (Singh, Jaipal)

CONSUMERISM

A social movement organized by citizens to strengthen the rights of consumers relative to sellers is known as consumerism. It is an idea and an ideology that has become ingrained in business writing. Due to unfair business tactics, consumers are exposed to numerous risks, including physical, environmental, and exploitation. He requires protection, for instance, from substances that should not be consumed, such narcotics and tainted food, as well as from substances that could seriously hurt someone, like faulty electrical gadgets. He requires defense against unfair business tactics and seller deception.

He ought to have sufficient protections and the ability to pursue legal action against defaulting businessmen. He needs protection from environmental contamination of the air, water, and noise, and efficient policies should be developed to maintain a tidy environment. Although, according to Bauman (2009), there has been "a shift from a society of producers to a society of consumers." He further analyzes how freedom in today's societies "means freedom to choose, freedom to satisfy personal desires, and freedom to define as well as construct consumer identity under the influence of the market.

RIGHTS OF THE CONSUMER

Consumer rights are now ingrained in our daily lives, much like the consumerist lifestyle. They have received extensive coverage and are hot topics. They are things that we have all used at some point in our daily lives. The number of market resources and influences, as well as consumer rights awareness, is increasing daily. These rights are clearly stated, and organizations like the government, consumer courts, and non-profit groups fight to protect them. The 20th century saw a significant increase in the market's impact and presence in consumers' lives. We started paying a price to buy items from the market. Mass production and industrial production soon followed, giving the world of consumers a completely new dimension. Consumers should be aware of their rights in order to not only get value for their money but also to protect themselves from losses and inconveniences brought on by market manipulation. They are as follows:

Consumer Protection Act of 1986 Section 6 Rights:

- **Right to Safety:** Consumers have a right to protection from products and services that pose a risk to their health, way of life, and property. For instance, fake and poor-quality medications; low-quality appliances like electric presses and pressure cookers; and poor-quality food items like bread, milk, marmalade, and butter. Customers have a right to protection from loss brought on by such products.
- **Right to be informed:** Right to Representation: The consumer also has the right to receive all the information on which he bases his decision to purchase products or services. This data refers to the commodity's quality, purity, potency, standard, date of manufacture, mode of usage, etc. Thus, in order to prevent consumer fraud, the producer must supply all of this information in a proper manner.
- **Right to Choose:** The consumer is fully entitled to select the products or services of his choosing from the variety of options on the market. In other words, no supplier is permitted to unfairly sway the customer's decision. Any vendor who does so will be considered to have interfered with the buyer's right of choice.
- **Right to be Heard:** The consumer has a right to an audience when he complains. The consumer has the option to complain about any actions that are detrimental to his interests under this right. First, the aforementioned rights (Right to Safety; Right to Information; and Right to Choose) are only relevant if the consumer has the ability to protest about them. Today, a number of big and small organizations have established customer service cells in an effort to provide consumers the opportunity to be heard. The cell's role is to listen to customer complaints and take appropriate action to address them. Weekly special sections are common in newspapers like The Economic Times to address reader grievances.
- **Right to Seek Redress:** In order to protect consumers from sellers' unfair business practices, this offers compensation. The customer has the right to compensation, such as free product repair, product takeback, or product replacement by the seller, for instance, if the quantity and quality of the product do not match the seller's guarantee.

CONCLUSION

In order to investigate the topic of consumer protection, a complete research design has been created in accordance with the needs of the research universe. Different data collection techniques, including observation, interviewing, creating a schedule, and questionnaires, have been utilized to get the necessary information from various sources while taking into account the situation in the district of Meerut. After the gathering of primary and secondary data, well-defined methodologies for data codification were utilized to increase the study's accuracy and dependability.

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