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Author Name: Nagarjun

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## CONSUMERISM IN INDIA

### **Introduction:-**

*Consumerism is an organized movement of citizens and government to strengthen the rights and power of buyers about sellers. It's the ideology and an idea that has come to remain in business literature. The buyer is exposed to several hazardous physical, environmental, and exploitation thanks to unfair trade practices. He should have adequate rights and the right of recourse to redressal measures against defaulting businessmen. He needs protection against environmental pollution of air, water, and noise, and effective measures should be devised to stay the environment neat and clean.*

### **Need for Consumerism:-**

1. In a vast country like India, it's very difficult to organize the consumers. The people besides backward having linguistic, cultural, and non-secular differences which makes the issues quite intricate or complex.
2. Majority of our population is illiterate, uneducated, ignorant, and ill-informed.
3. Poverty, lack of social awareness, accepting life because it is and a passive outlook is a number of the factors which make consumer movement difficult to extend.
4. There might not be a positive common objective for the consumers except their desire for safe quality products, for a reasonable price, and a sense of strong negative reactions against the products. In wake of huge scale production and therefore the variety and selection conferred on the consumers, a consumer needs guidance that may only be appropriately provided by a consumer organization.
5. The advertisement bombarded on the consumers make them quite confused and hence again a requirement for consumer guidance

## **Consumer's Rights and Responsibilities:-**

### **Consumer's Rights:-**

Consumer rights are now an integral part of our lives sort of a consumerist way of life. They need to be well documented and far talked about. We have all made use of them at some point in our daily lives. Market resources and influences are growing by the day then is that the awareness of one's consumer rights. These rights are well-defined and there are agencies just like the government, consumer courts, and voluntary organizations that employ them towards safeguarding them. While we all wish to realize our rights and fill use of them, consumer responsibility is a neighborhood that remains not demarcated. During this chapter, I will be able to give a summary of the 8 consumer rights, their implications, and significance for a developing country like India, and also define the varied aspects of consumer responsibility.

In the 20th century, the presence and influence of the market grew dramatically in consumer life. We began to get things from the marketplace for a price. Soon, production and industrial production came into being, giving the buyer world a completely new dimension. This over-dependence on the market and therefore the inherent profit motive in production and sales has given manufacturers and dealers an honest reason to take advantage of consumers. As a consumer, all should skills market products are constantly underweight, of inferior quality, and don't prescribe to quality standards specified by quality-control agencies. Consumers not only don't get value for his or her money but also often need to suffer losses and inconvenience thanks to market manipulations.

As Under section-6 of the Consumer Protection Act, the consumer has the subsequent rights:

**1. Right to safety:** it's Right to safety against such goods and services as are hazards to health, life, and property of the buyer. For instance, spurious and sub-standard drugs; appliances such as staples, such as electric press, autoclave, etc., and inferior food products like bread, milk, jam, butter, etc. Consumers have the proper safety against loss caused by such products.

**2. Right to be Informed/ Right to Representation:** the consumer has also the proper that he should be provided all those information on the idea of which he decides to shop for goods or services. Thus, the producer is required to supply this information properly, so that the consumer isn't cheated.

**3. Right to choose:** Consumer has the complete right to shop for goods or services of his choice from among the various goods or services available within the market. In other words, no seller can unfairly influence his choice. If any seller does so, it'll be deemed as interference in his right to choose.

**4. Right to be heard:** Consumer has the proper that his complaint be heard. Under this Right, the buyer can file a complaint against all those things which prejudicial to his interest. First there rights mentioned above (Right to Safety; Right to be Informed; Right to choose) have relevance as long as the buyer has the right to file his complaint against them. Lately, several large and little organizations have found out Consumer service cells to provide the proper to be heard to the buyer. The function of the cell is to listen to the complaints of the consumers and to require adequate measures to redress them. Many newspapers just like the Economic Times have weekly special columns to entertain the complaints of the consumers.

**5. Right to hunt redress:** This provides compensation to the consumer against the unfair trade practice of the vendor. As an example, if the number and therefore the quality of the merchandise don't inform the promise of the vendor, the customer has the proper to say compensation, like free repair of the merchandise, taking back of the products, changing of the merchandise by the vendor.

**6. Right to consumer education:** Consumer education refers to teach the buyer constantly with regards to their rights. In other words, consumers must remember the rights they enjoy against the loss they suffer on account of products and services purchased by them.

In addition to the present six rights of the consumer given by govt. of India, The United Nations organization gave two rights:

**1. Right to Basic Needs:** the essential need means those goods and services which are necessary for the dignified living of individuals. It includes adequate food, clothing, shelter, energy, sanitation, health, care, education, and transportation. All consumers have the proper fulfill these basic needs.

**2. Right to Healthy Environment:** This right provides consumers protection against environmental pollution so that the standard of life is enhanced. Not only this, but it also gives stress that the necessity to guard the environment is for future generations also.

## **Consumer's Responsibilities:-**

Consumers have a variety of rights regarding the acquisition of things, but at an equivalent time, they need some responsibilities too. It means the buyer should keep a couple of things in mind while purchasing them.

### **They are as follows:**

**1. Consumer should exercise his right:** Consumers have many rights concerning the products and services. They need to remember their rights while buying. These rights are the Right to safety, Right to be told, Right to representation, Right to hunt redressal, Right to consumer education, etc.

**2. Cautious consumer/ don't buy blindly:** The consumers should fill use of their reason while buying things. They ought to not take the seller's word as the final truth. In other words, while buying consumers must get information regarding the standard, quantity, price, utility, etc. of products and services.

**3. Advertisements often exaggerate/Beware of false advertisement:** the vendor informs the buyer about their things through the medium of advertisement. The sellers exaggerate the standard of their goods. Therefore, it's the responsibility of the consumers to recognize the reality of advertisements.

**4. Don't forget to urge Receipt and Guarantee/warrantee card:** One should get a receipt or bill for the items purchased. Just in case a guarantee/warrantee card is additionally offered by the seller, it should even be taken. Just in case the products purchased are of inferior quality or some defects appear and bother the purchasers, these documents are going to be of great help in settling all types of a dispute with the vendor.

## **Role of various Organizations**

### **Role of Judiciary:-**

On the recommendation of the amendment of the consumer protection Act in 2000 the buyer protection councils or forums are created at district, state, and national levels. Under the Act there's a provision of Three-Tier Judiciary to redress the grievances of consumers in a simple, speedy, and cheap way; namely

1. District Forum at District level

2. State Commission at State level

3. National Commission at National level

**1. District Forum:** consistent with the consumer protection Act, state governments can found out one or more district forums in each District. There are three members including the leader. Out of this one member must be a woman. They need to have a qualification as District Judge and must be appointed by the government. Its main feature is that it can hear cases up to Rs.20 Lacs. Any appeal may attend the state commission within 30 days.

**2. State Commission:** One state commission is appointed by the government in each state. It also has three members out of which one may be a lady member but they need to have the qualification of Supreme Court Judge and will be appointed by the government. It can hear cases involving sums exceed Rs.20 Lacs and up to Rs.1 Crore. Any appeal may attend the national commission within 30 days.

**3. National Commission:** it's appointed by the central government. It consists of 5 members out of which one must be a woman member. They need to have qualifications like Supreme Court Judge. It's a Jurisdiction to listen to complaints amounting to quite Rs.1 Crore. Any appeal may attend Supreme Court within 30 days.

#### **Conclusion:-**

Consumer protection laws are federal and state statutes governing sales and credit practices involving commodities. Historically, consumer transactions— purchases of products or services for private, family, or household use — were presumed fair because it had been assumed that buyers and sellers bargained from equal positions. Starting within the 1960s, legislatures began to reply to complaints by consumer advocates that buyers were inherently disadvantaged, particularly when bargaining with large corporations and industries. Several sorts of agencies and statutes, both state and federal, now work to guard consumers. Hence these laws should be designed in such a way that it protects their consumers from unethical business practices.