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CONSUMER PROTECTION IN VIEW OF BUSINESS ENTITY

*Uttam Kumar Jha
**Dr. S Aruna

Abstract
It came to know that if any company makes the unhealthy practices with the consumers of any country then the country will not have the long term relation with the consumers. As the meaning is concerned related to consumer protection, it is directly correlated that to save the consumers from illegal and not correct practices by the trade.

Keywords: Protection, Consumer, Business.

Introduction

This is related to the educate the consumers about the rights. It contains the following as under:-

- It is found that almost all the consumers are not very much aware with the rights provided by the government.
- It is also noted that Indian consumers are still not manage themselves so the consumer protection is a need of today's environment.
- It is measured that due to unfair trade practice, many consumers exploits through the cheating and not in fair. So the government should stop this type of practices and save the consumers.

Review of Literature

Chacko Nisha, (2016) concluded in their study that all customers are aware of adulteration and various adulterants found in food. Even though they are aware of adulteration 33 per cent of the consumers happened to buy adulterated food. Further, it was also found that in spite of consumers being aware of existing problems of adulteration they hardly seek any opportunity to fight against it.

Deepa and Vijayarani (2015) evaluated the performance of state commission and district forums of Tamil Nadu from 2003-14. The source of data was Ministry of Consumer Affairs. It was found that the disposal of cases was not only slow but also inconsistent, the consumers were unaware about the location of the district consumer forums and also dissatisfied due to the inefficient performance of consumer forums. The consumer courts lacked executing powers due to which sometimes decisions were delayed. The study suggested that sufficient power should be provided to these forums for effective working and the welfare of the consumers. The study was limited to the secondary sources of data derived from the records of the state commission and district forums which may lack reliability due to poor compilation of data.

Gandhi and Batra (2014) concluded that media was the most free-hand source which provides information to the general public and creates a significant impact in the mind of the consumers and guide them in taking effective steps. Media helps in establishing harmonious relationship between the seller and the buyer by enlightening the buyers about the corporate social practices

* *Research Scholar, Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)*
***Supervisor, Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)*

which benefits the life of the people. It was conclude that the media can help in the growth of country by creating a sense of responsibility in the sellers and buyers towards their duties that seller should maintain fairness in trade and follow business ethics and similarly buyer should file only genuine complaints to the consumer forums to seek redressal. The study was confined to the role of media in consumer protection and no other consumer agency was considered for the study.

Raju and Asifulla (2013) analysed the secondary sources of data to know the actual execution of the CPA, 1986 by the business houses. The study revealed that the business firms or companies indulge into unfair trade practices like selling duplicate products by copying designs, colour, symbols, brands, etc. and misled consumers through fake advertisements. The seller never displayed provisions of CPA or guided the consumers about the difference between warranty and guarantee, tried to misguide through schemes and discounts and mentioning applicability of further conditions about which consumer was ignorant. Since it is a great challenge for the government and consumer protection council to identify various unfair trade practices prevailing in the country and penalising the companies who involved in it, the authors suggested that the consumer should come forward and disclose the corrupt practices of traders prevailing in the country. There was a need of consumer education at wider scale in the present competitive world. The government should also take a strict action towards the corrupt traders and curb any type of government support to them. The study was restricted to the issues and challenges associated to the Consumer Protection Act in India based on the secondary sources and no analytical research was involved.

Importance of Consumer Protection

As we know that the consumer is the vital key for any organization success. Without it no organization can survive as well as no existence of market in the world. So, there is a requirement to do fair practice with the consumers and to satisfy by providing the full worth of its money. Here, there is a important thing to protect the consumers which is a compulsory function in interest of economical environment of the country. This is also required for the business practices. It includes the following:-

- Rights related to consumer protection
- Safeguards of the consumer interest
- Provide the remedies to the consumer

Consumer Protection with Business Criteria

Any organization can not without the consumer. Every business has a requirement of consumers. Consumers are the key entity. If any organization wants to success then they should go according to need of the consumers for surviving the market. The followings are the important points as under in relation to business criteria:-

1 Survival of Business

Due to fast development of economical growth at the stage of competition is rapidly increased. In survival of business, the organization can move further and hold the increment of share of the global market. It is possible that only to satisfy the consumers with keeping in mind of needs and wants. Ignoring of this facts is the threat of the business.

2 Uses of Resources

The organization is working to earn the profit by using the resources as a whole. It is useful for the benefits of the society as well as the human being.

3 Social Caring

The organization should care the social cause of the society in view of human being as well as the customer point of view. It is the prime duty of any organization to provide the quality products as low rate. Consumer protection is helpful for the organization regarding this parameter.

4 Government Protection

The government protection is required to protect the customer as the unfair trade practice committed by the organization. It also helps the organization for not doing the illegal practices.

Conclusion

The key principles of consumer protection to maintain a strong consumer protection policy were first enshrined at an international level as per UN Guidelines. The United Nations Guidelines on Consumer Protection, 1985 discusses to develop the protection of consumers and trying to build the good environment to the consumers.

The consumers have the important hand in the economy of European Union with the political environment. It was further discussed the consumer protection with the strong at the legislation in the internal market along with economic area, as part of a package of measures to support overall interests.

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