

Evaluate the Present Position of Consumer Rights in the Field of Business

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Abstract—It is essential that we all understand the rights and obligations we bear in this situation as people who live in many nations and use their products. We must comprehend what it means to be consumer-aware, what it means to have consumer rights, and what our obligations as customers are. The current study intends to explore some significant features of consumer rights in the context of business, taking into account the significance of the research on consumer rights. These elements include several facets of consumer rights, requirements for consumer rights, and safeguards. Consumer rights are getting more and more significant all across the globe. To guarantee that consumers of goods and services have the same rights as producers and service providers, governments have implemented a number of laws. However, effective consumer protection will be improved if consumer rights are included in a nation's Constitution.

Keywords: Rights, Consumer, Business, Regulations, Law.

I. Introduction

In order to attract marketers, producers will sometimes engage in harmful and dishonest marketing tactics, which is a direct result of the intense rivalry in the market. Frequently, a large number of consumers fall victim to a significant violation of their fundamental rights. There is a lot of unethical marketing out there, including questionable sales practises, unfair price discrimination, misleading advertising, inaccurate descriptions of products, undisclosed product side-effects, seriously inferior products, unclear labelling, misleading packaging, false promises, and the promotion of harmful products. Evidence from studies indicated, for instance, that tobacco corporations actively marketed to smokers with enticing claims like "Light" and "Low tar" to keep people hooked on their products. Unfair marketing practises almost always result in pushback from various societal actors including regulators, interest organisations, and consumer protection advocates. In reality, the exchange connection between marketers and consumers is shattered when marketing activity deviates from accepted social standards, leading to consumer unhappiness, a loss of faith in marketing, potential legal action, and general public unrest.

As a matter of fact, putting consumers' interests first—or "consumerism" as it's sometimes called—as part of a company's corporate social responsibility obligations should be at the heart of every company's strategy, as doing so presents a

marketing window into which they can shine and gain an edge over the competition. The idea that corporations and society are inextricably linked, with the two working together to determine what constitutes ethical corporate behaviour in the modern economy, is central to this perspective. Providing value for both ends of this exchange is the true test of a company's mettle in this framework. That is, a company's actions should have a positive impact on both the company and the greater community. Therefore, it is important to maintain a well-rounded perspective in which a company may achieve financial success while also doing good for the community and its employees. Then, profit maximisation and social responsibility, which are often seen as competing ideals, may coexist.

There has been a recent uptick in discussion of consumer culture and CSR in academic marketing journals, particularly as it pertains to the developed world. However, it is important to note that questions of consumer protection and corporate social responsibility are no longer a western phenomenon, but rather a global concern, as the world has become a global village and despite differences in market systems, business cultures, and levels of economic development.

II. Consumer Rights

Six customer consumers are outlined in the Consumer Protection Act of 2019. The following are examples of such privileges:

Right to Safety

The right to safety for the consumer includes protection from potentially harmful products and services. Injuries might result, for instance, from using electrical equipment that were made with low-quality components or that did not comply with applicable safety standards. Accordingly, consumers are taught that electrical goods with the ISI brand are guaranteed to satisfy quality standards.

Right to be informed

Each product's contents, manufacturing date, price, amount, usage instructions, etc., should be disclosed to the consumer prior to purchase. This is why the legal system in India mandates that such details be printed prominently somewhere on the product's packaging or label.

Right to be assured

The customer is unrestricted in his or her pursuit of a wide selection of goods offered at reasonable rates. That's why it's crucial for businesses to give marketers a wide range of options when it comes to product quality, brand, price, size, etc.

Right to be heard

If a customer is unhappy with a product or service, they have the right to make a complaint and be heard. For this reason, many forward-thinking businesses have established dedicated departments to handle customer complaints and service requests. Likewise, several consumer advocacy groups are making strides in this area to better assist aggrieved consumers.

Right to seek Redressal

In the event that the product or service falls short of the consumer's expectations, he or she is

entitled to remedies against unfair trade practises, restricted trade practises, or unscrupulous exploitation. There are several forms of remedy available to consumers thanks to the Consumer Protection Act of 2019, including product replacement, defect correction, reimbursement for losses or injuries, etc.

Right to Consumer Education

The right to learn and make educated purchases is something that consumers have their whole lives. If a service or good turns out to be subpar, he has to know what options he has for getting his money back. There are a lot of groups working to inform consumers, including consumer advocacy groups and even progressive corporations.

III. Methodology

This research draws from a wide variety of sources, both primary and secondary. The information is gathered mostly through interviews and questionnaires. It is worth noting in this context that a small group of highly regarded and seasoned businesspeople has been handpicked to share their thoughts on consumers' rights. A sample of 120 people has been assembled for the purpose of filling out the appropriate questionnaires.

The secondary data, however, have been compiled from a wide variety of print and online sources. In conclusion, important conclusions are recognized after primary and secondary data have been analyzed and interpreted in the context of the current state of consumer rights. As a result, several helpful recommendations are offered.

IV. Result And Discussion

Question-1: According to you what percentage of total dimensions of consumers' rights can be enjoyed by themselves (consumers)?

Table 1: Respondents view on question 1

S.No.	Response	Percentage
1	Below 10%	16
2	Between 11% to 50%	21
3	Between 51% to 75%	45
4	Between 76% to 100%	18

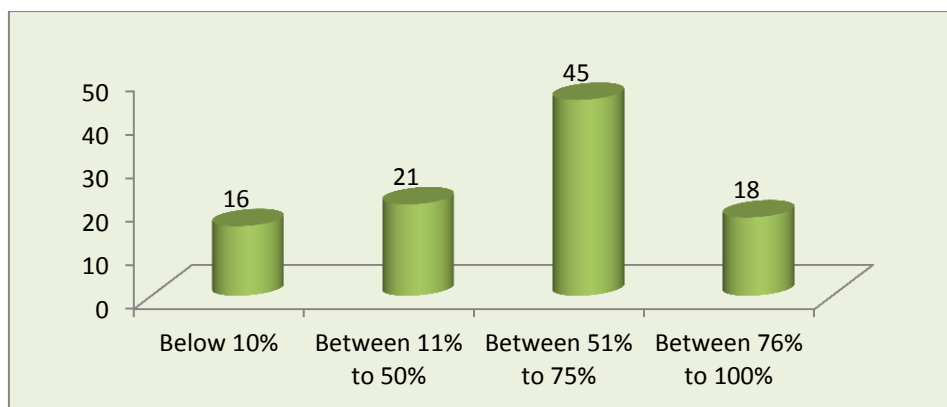


Figure 1: Graph showing Respondents view on question 1

From a total of 120 people surveyed, 45 percent hold the view that between 51% and 75% of consumers has some form of consumer protection. These 45% of respondents believe that although while consumers are becoming more aware of their rights through media like TV, radio, newspapers, and other outlets, they are still routinely exploited in a number of ways. The vast majority of consumers would rather accept food adulteration or just complain to the vendor or service provider. Consumers often avoid going to court rather than settle out of court. 18% of respondents, however, believe that all consumers enjoyed all dimensions of consumer's rights since middle class consumers of Assam are highly

attentive of their health and safety. They claim that TV is their primary source of information regarding their legal protections. Consumers are generally educated about MRP, ISI, and AGMARK now. Whereas 21% of respondents said that consumers' rights were limited to the extent of 11% to 50%. They claim that just a small percentage of consumers, both urban and rural, are familiar with the law. Only a little over one-fifth of the sample (16%) is familiar with the Consumer Protection Act. A large majority of these come from farmers and consumers.

Question-2 what percentage of businessmen really feels and do their business activities for fulfilling the need of consumer rights?

Table 2: Respondents view on question 2

S.No.	Response	Percentage
1	Less than 10%	58
2	Less than 25%	20
3	Less than 50%	15
4	Less than 75%	7

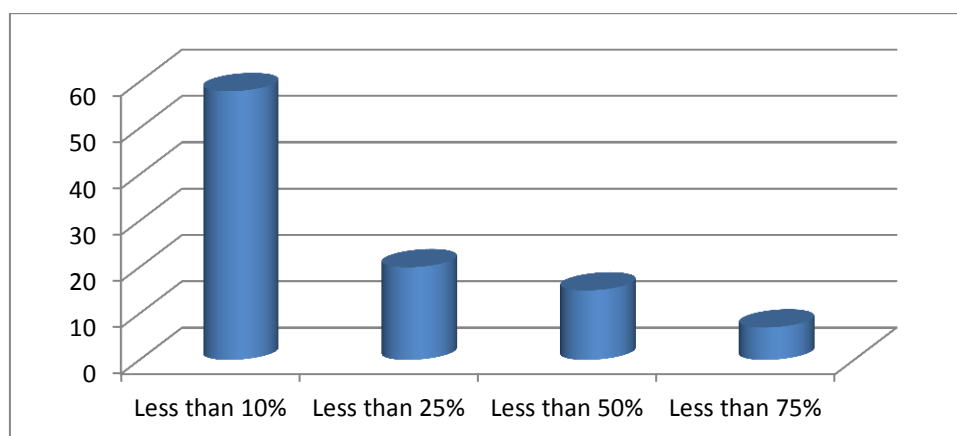


Figure 2: Graph showing sRespondents view on question 2

While 120 people were polled on this topic, 58% of them said that just 10% of business owners actually care about protecting consumers' rights via their day-to-day operations. They believe that in order to thrive, businesses must adhere to consumer protection standards by providing products and services in an honest and ethical manner. They believed that business owners just cared about making money and never gave any consideration to their clientele. However, twenty percent of people polled claimed that fewer than one-quarter of business owners care deeply about protecting consumers' rights in all that they do. Twenty percent of people said that although while the government, non-governmental organisations, and other consumer forums are doing their best to promote and safeguard the interest of the consumer, the truth remains that consumers are routinely tricked by the seller or manufacturer. Whereas 15% of respondents believe that less than 50% of businessmen actually operate in ways that protect consumer rights. Although there are many ways to trick consumers into paying more than they should through practises like overcharging and reducing the product's weight, quality, etc., they argued, there are also many safeguards in place to ensure that consumers are getting products that live up to advertised standards. Many producers also provide toll-free numbers and toll-free helplines for their customers. Remaining Seven percent of those polled claimed that fewer than 75 percent of business owners are motivated by protecting consumers' rights in all of their operations. They argue that consumers have a responsibility to society to prioritise customer wants and needs since consumers are an integral part of any functioning society. They went on to say that in their experience, there are reputable businesses out there that put customer happiness ahead of anything else, even their own reputation and goodwill.

V. Conclusion

Even while consumer protection statutes are a powerful weapon in the hands of "aam aadmi," they are still a mystical wand that requires adequate education and use. The legal authorities

have a hard time prosecuting cases involving things like life insurance, food service in railroad pantry cars, buying products directly from manufacturers (like naaptol), investing in mutual funds, and chatting happily over cellular networks, all of which are full paradoxes with multiple problems and complicated conditions. Every company has a responsibility to contribute to the common good, of which the customer is an integral component. The truth is that consumers are routinely duped by the seller or manufacturer, despite the efforts of consumer groups, business groups, and government legislation to protect their interests. Companies and consumers need incentives to work together for the common good of creating a more equitable society.

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