



“CONSUMER TOLERANCE LEADS TO ANTI CONSUMERISM”

Management

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ABSTRACT

Every consumer has a right to consume a superiority product with equitable prices. But regrettably consumers are abused by various ways such as poor quality, unfair trade practices, black marketing, under weighted, adulteration and misrepresentation of the information through advertisement. This matters also known by the consumers, but they become quiet or unable to against these actions because of the acceptance behavior. It will grow to be the anti-consumerism and pull down the value of the consumerism and it is indulgence as anti-consumerism. The present study deals with the thought of the consumerism and anti-consumerism, and how consumer patience leads anti-consumerism

KEYWORDS

Consumer, Consumer right, Consumerism, Anti-consumerism, Consumer tolerance, Unfair trade practices,

Introduction:

Marketing is an action to relocate the goods and services from the producer to the consumers with different channels of distribution. All the marketing actions are intent to achieve the confidence of the consumer. Hence the marketing assessment from product oriented stages to consumer oriented stages. Under the consumer oriented stages, consumers are delighted as royal and they has rights to choice or refuse anything rendered by the marketers.

Situation the concept of consumerism has progressed and limited certain rights to the users.

Due to international business, multinational companies subjugated in the Indian market with quality products, inventive strategies, striking packages and spirited price. Consumer got awareness about their rights and power at the same times marketers incidentally connecting unfair trade practices and induces to buy surplus products through indoctrination approaches. Every consumer is knowingly or unknowingly. Demoralized by the marketers, when the consumers are well-known about their exploitation, they become silent and it will lead to be consumer tolerance. In this regards, this paper made an attempt to discuss about the concept of the consumerism, consumer tolerance,

Consumer Rights:

A “consumer” is who buys any goods or hires any service for precious contemplation. The term does not take in a person who gets goods or service for resale or for any commercial purpose. However, persons who avail goods or services completely for the intention of earning their source of revenue by means of self-employment are considered as ‘consumers’.

Rights 1 to 6 are directly definite under the consumer protection Act 1986 while right 7 & 8 are implied under the Constitution of India.

1. Right to safety:

Right to be confined against marketing of goods or service which are hurtful to life and property.

2. Right to information:

Right to be conversant about the quality, quantity, potency, purity, standard and price of goods or services as the case may be, so as to save from harm the consumer against unfair trade practices.

3. Right to choose:

Right to be guaranteed, wherever possible, access to a variety of goods and services at competitive prices.

4. Right to be heard:

Right to be heard and to be assured that consumer’s interest will receive due consideration at appropriate form

5. Right to Redressal:

Right to seek redressal against unfair trade practices or restrictive trade practices or unprincipled exploitation of consumers.

6. Right to consumer education:

Right to obtain knowledge and skills needed for taking action to encouragement factors which affect consumer decisions

7. Right to Healthy Environment:

The right to physical environment that will enhance the quality of life. It includes protection against environmental dangers over which the individual has no control. It admits the need to protect and get better the environment for present and future agegroup.

8. Right to basic needs:

Right to basic needs ensures basic goods and service which guarantee survival. It includes adequate food, clothing, shelter, health care, education and sanitation to lead a civilized life.

Concept of consumerism:

It is a challenging task to exactly identify the factors which have contributed to the evolution and advancement of consumerism as several events in plentiful fields over centuries in various Civilizations have supplied in achieving the independent temper, strength of self-protection, struggles and battles for the virtuous cause rational thinking among the human beings. It is rightly said that, “A philosophy of one century is a common sense of the other Century”. Consumer abuse and its serious consequences faced by consumers on a global situation over centuries have mainly resulted in awareness of their mistreatment and rights among consumers. An endeavor is made here to individuality numerous types of consumer exploitation causes of consumerism, Consumerism is one of the fast moving concepts in the recent period which consists of consumer welfare, awareness and their rights. The term “Consumerism” was first used in 1915 to refer to “advocacy of the rights and interests of consumers” (Oxford English Dictionary) but here the term “consumerism” refers the sense first used in 1960, “emphasis on preoccupation with the acquisition of consumer goods” (Oxford English Dictionary). Consumerism is a term used to describe the effects of the market economy on the individual. According to McMillan Dictionary (1985) “Consumerism is concerned with protecting consumers from all organizations with which there is exchanged relationship. It encompasses the set of activities of government, business, self-governing organizations and concerned consumers that are premeditated to protect the rights of consumers”. The Chamber’s Dictionary (1993) defines Consumerism as the protection of the interests of the buyers of goods and services against defective or dangerous goods etc.

Components of consumerism:

There are various components of consumerism. First and foremost is self-protection by consumers. Consumer must be award of his right, raise voice against mistreatment and seek redressal of his grievances. End user awareness determines the helpfulness of consumerism. It is the duty of the consumer to uniqueness his rights and to save from harm them. Voluntary Consume Organizations affianced in organizing

consumers and heartening them to preserve their interests is another significant element of consumer society. The success of consumerism fabrication in the realization of the business that there is no alternate for voluntary self-regulations. Little attention from the business will not only serve up consumers interest but will also advantage them. Some businesses in India have come together to assume a code of conduct for amendable their own activities. Regulation of business through legislation is one of the significant means of shielding the consumers. Consumerism has over the time developed into a resonance force designed to support and protect the consumer by exercise, legal, moral and economic pressure on producers and providers in some of the developed countries.

Consumer tolerance leads to anti consumerism:

Anti-consumerism is the refusal of consumerism. It is same but not identical to anti corporate activism. Consumerism is a term used to illustrate the possessions of the market economy on the individual. "Consumer" has come to be a disparaging term within selling companies and debt management specialist. It implies the senseless purchasing and disposing of any product distributed through the market. Concern over the treatment of consumers has deposited much activism, as well as the incorporation of consumer education into school Curriculum. Anti-consumerist activism often has equal with ecological activism and anti-globalization, and sometimes animal rights activism, in their disapproval of the practices of modern organizations such as the McDonald's Corporation (see McLibel). There is also noteworthy extend beyond between anti-consumerism and anti-globalization.

When the consumer buy a product in the market they should awake about the price, quality and quantity of the product, but most of the consumer do not uncertainties about these, because of their forbearance and negative attitude towards the consumer rights. Even the knowledgeable consumers are not ready to fight against the anti-consumerism activities. Consumers are subjugated by various aspects such as poor quality, under weighted and inequitable trade. How the consumers are oppressed in certain markets are shown in the below.

Civil supply shops:

Government also acts as marketers to supply convinced needed possessions to the public. It is the duty of the government to afford in a proper manner of goods and services to the public, but how the government supply the indispensable possessions to the public is highly questionably, because most of the service obtainable by the government segment become impertinent the consumer rights. Consumers those who are buying from these shops known about the superiority and quantity of the products, but the will be silent or tolerate the services.

Communication services:

Telecommunication becomes popular in the current periods which play a obligatory part of the human beings. In India, various telecommunication companies are providing services at different levels. But all most all the companies including the public sector undertaking violating the consumer welfare through bad networking system, maddening SMS, tariff contra version etc. Here also the consumer will become unspoken and it leads to anti-consumerism.

Educational services:

Consumers are also exploiting by the educational sector in large extent particularly in the private school and colleges because of the consumer tolerance. Parents are ready to pay more to such establishment without asking anything. Most of the private schools are running in crowded places without any infrastructural facilities and few not even adequate teaching faculties. These institutions are violating the consumer's welfare in substantial parts but protest these institutions are very few because of the consumer broadmindedness.

Banking sectors:

Banking sector become a budding part of the socio economic development of the country which afford demand and supply of the money and money associated transactions to the people. Banking segment in the country is large scope with wide reporting of the people through various banking sectors like public, private and foreign banks. Employees in the public sector banks always think about their wellbeing slightly than the welfare of the public. How the consumer and public treated in the public sector banks in the country is highly questionable. Most of the public sector bank's employees behave with the customer is very violently during the banking transaction. For

example, for taken a DD in the bank will take 3-5 hours and the customers have to wait in the banks. Hence the employee approach should change towards the social responsibility. No customer fight against the delay or poor delivery because of consumer tolerance.

FMCG sector:

FMCG sector in the country is control the overall expenditure pattern of the people which is deals with approximately all the individuals irrespective of their earning capacity. FMCG is one of the fast moving and vast growth possible section in the market with massive turnover. But these sectors are one of the main players in the field of anti-consumerism. FMCG sectors connecting the systematic anti consumerism through inductive advertisements, attractive packaging, puzzling offers and pertaining all kind of unfair trade practices. Selling price of these products are more than 100 per cent of the cost of the products and the consumers are exploiting. In this regards, consumers are again soundless and it leads to anti consumerism.

Small vendors:

Consumer violation and exploitation is quite common in the small vendor transactions by which supplying of poor quality products, under weighted products, bribery and bargaining prices. These kinds of commercial are commonly linked with innocent customers and rural people throughout the country. There is no regulation or governing authorities are reachable to these segments so that they are very serious troubles to the consumerism but the consumers are powerless to defy against these traders because of consumer tolerance.

Conclusion:

Consumer rights become an developing concept in the current periods due to the mounting significance of the consumer in the market. Every consumer has a right to consume a quality product with sensible prices. But inappropriately consumers are subjugated by different ways such as poor quality, unfair trade practices, black, under weighted, corruption and perversion of the information through advertisement. This matters also known by the consumers, but they become silent or unable to against these behaviors because of the reception thoughts. It will grow to be the anti-consumerism and beat the value of the consumerism and it is indulgence as anti consumerism.

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