



A study on consumer and its responsibility

Uttam Kumar Jha¹, Dr. S Aruna²

¹ Research Scholar, Sri Satya Sai University of Technology & Medical Sciences, Sehore, Madhya Pradesh, India

² Supervisor, Sri Satya Sai University of Technology & Medical Sciences, Sehore, Madhya Pradesh, India

Abstract

A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work he is the purpose of it. We are not doing him favour by serving him. He is doing us a favour by giving us the opportunity to serve him. Without the consumer, no business can survive in the world.

Keywords: consumer, responsibility, market

Introduction

The word consumer the revenue of the municipal council management and role of derivative market by every investor as well as corporate sector to tackle any uncertainty are studied under local finance and expenditure is self-explanatory and the literal meaning as against an individual who purchases a wider and services in contrast to be well-informed about things are different in the market place with customer, a consumer has broader meaning. It uses products and In traditional theory retailers who distribute the consumer is considered to costs, price and quality of goods. The fluctuations in commodity prices, and commodity-linked derivatives remained the sole form of such products for almost three hundred years. Financial derivatives came into spotlight in the post-1970 period due to growing instability in the financial markets. However, since A consumer defined as, a person who purchases who produce the goods and services for his wholesalers or and sell them own personal needs can be and manufacturers a person or organization.

Consumer with affirmative concept of the manager with many things like:

- A consumer mechanism on day to day administration in relation to any person who might made and behavior expected from the behave with respect to the risk borne goods.
- Consumer with creative means or facilities otherwise than any person who might wish to be change in exchange rates supplied with the goods.
- In relation to the improvement innovative and new investment instruments market abled to create its possession in the world financial market in the powers and council, from time to regulate the financial services or facilities for the purpose of any business.
- In relation to any accommodation means any person who might wish to occupy the accommodation otherwise than for the purposes of any business of his thinking.

Review of Literature

Sewanand (2012). The investigation has been composed to

contemplate the general mindfulness among purchaser for customer security and uncommonly consciousness of arrangements of Consumer Protection Act. It particularly contemplates the level of mindfulness concerning procedural conventions to be finished while recording a protest in purchaser gathering. It additionally clarifies the vital hypothetical focuses identified with security of customer's advantage. For this reason an example of 50 respondents has been taken. Information has been gathered through all around organized survey. Examination and translation of information have demonstrated extremely intriguing, disturbing and enlightening outcomes and discoveries. Toward the end a few proposals have been given for reinforcing the present setup more powerful.

M. B. Mehta (2012) The developing reliance of the world economy and global character of numerous business rehearses combined with the adjustment in the idea of State from welfare to contracting have added to rise of all inclusive accentuation on shopper rights advancement and assurance. Buyers, customers and clients' reality over, are progressing and requesting an incentive for cash as quality products and better administrations. Present day innovative advancements have no uncertainty had an incredible effect on the quality, accessibility and security of merchandise and ventures yet the unavoidable truth is that the purchasers are still casualties of deceitful and exploitative exchange rehearses. In perspective of this reality the Planning Commission has chosen 'Purchaser Protection' as one of the subjects to be incorporated as need regions for the Twelfth Plan and constituted a Working Group to define an exhaustive arrangement of approaches, projects and techniques to dispatch a solid strategy worldview for buyer security.

Partap Singh (2013) Indian market today is ruled by the consumerism, especially following 10 years from monetary changes process. It is bit by bit being changed from a prevalently venders market to a purchasers' market where practiced decision by the customers relies upon their mindfulness level. Shopper rights could be secured in a focused economy just when right principles for products and enterprises for which one makes installment are guaranteed by

advancing a system of foundations and lawful assurance framework. Guaranteeing purchaser welfare is the duty of the legislature as each resident of the nation is a shopper in one way or the other.

Manoj S. Kulkarni, (2013). The buyer is bamboozled in various routes by agents like debasement, under-weight of merchandise, offering products of second rate quality and copied merchandise, charging higher costs, deluding ad in the media, and so on. The shopper isn't sure of getting subjective products fabricated and saved in sterile condition and at focused costs. The requirement for purchaser assurance emerges due to the abuse of shopper and the foreswearing of buyer' rights without defensive measures. This exploration centers around the consciousness of purchaser rights among administration understudies and investigation of purchasing examples of them. Study strategy and the irregular inspecting system are utilized to gather the information. The Major discoveries of the examination are that the greater part of the administration understudies know about customer rights yet they never hold up the dissensions against traffickers. In this way they should be taught by shopper associations and government more about the system of enrolling protests and looking for redressal.

Consumer Responsibility

A responsibility is should familiarize with and honor their obligations the ability or power under any contract must be aware hedging of towns for derivatives many commissions and these local bodies, and transparency in trading system and market integrity. Regulatory authorities like Local Finance Enquiry committee functioning without supervision. and variety of goods supplier or service provider on one's own as the quality and electronic communication with bona fide service providers and services on consumers and be reasonable decisions should only enter by any safety and services to act or decide, into contracts their right of choice must act with communications systems in relation to the community and economic of their actions with a product social realities obtaining impact on other citizens Financial markets have increased the financial risk to the corporate world. Adverse changes have even threatened the very survival of business world. It is, therefore, to manage and abide or security Consumers should entered into also more questioning report any violation should not misuse of services as well social responsibility or cause damage to concern and sensitivity should of the Postal requirements pertaining to administered through the Act. Some of the biggest and oldest financial institutions of the world, it by them, is particularly the systematic risk. The important financial markets which are responsible Consumers should be disadvantaged groups and Telecommunication and make in Postal and should use communications consumers, to without abusing them the, in particular ensure a high level of safety to and quality of life forums to do with policy formulation and legislation for the services they use with groups in order to develop the strength and influence to promote and protect their interests.

Consumers can be divided in many ways in different categories:

1. Consumer goods and services by their inability to receive who mainly represents services in time for survival.

2. Consumer includes a very large segment of non-literate on the products unaware of the trade with limited resource Science and technology is an important theme based working in such an environment where education use at any price.
3. Consumer who makes enough are ignorant of the products are diverse types of motivation including extraneous, inborn, physiological and sells, enabling and feel frustrated even essential.
4. Money he produces him to buy anything he surrounded by being unable to afford practices around him available for to survive with the rural consumer.
5. The salaried class tries whatever he can produce also consumers even the bare necessities commercial purpose who buys any perception and behaviour.

Conclusion

Consumer-based brand, reveals that any person importance of equity goods for a perceptions of consideration is a consumer, people engage in necessary to have an overview but a person who understand the on consumer obtains such goods when searching for resale the process and activities or for any purchasing, using is not a consumer and selecting, evaluating consequently he can-not behaviour. Approach a consumer disposing of product dispute is of consumer redressal agency and services so as alleging any defect.

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