



CONSUMERS ARE CORE OF THE MARKETING DEVELOPMENT IN SOCIOLOGICAL ASPECT

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ABSTRACT:

With an interest to protect and manage customer's problems, Government of India has been brought out consumer protection act on July 20th, 2020, which overhauls all consumer oriented issues in India, which punish management authority of companies, gives strict punishment including jail and imprisonment interest consumers. Also giving awareness programme to all accompanies as to do not give false and fake advertisements as to confusing and cheating consumers. Genuine and ethical business activities of the management, shops and company would be fetching reliable consumer's supports and strengths as to buy their producing protects. Reliable online transactions and business are able to sustain their believed and beloved customer's without letting them to go to any other shops. Customers are source and income provider to be all shops and company's owners in Indian context, Major strategy of companies is toward attracting customer as to buy their products through its reliable and trustworthy services. Company or management has to play an attractive role toward making reliability in the customer's places because whose aim is at purchasing of quality products at nominal cost without skirmish and with the help of marketing professionals. They are the major and majestic part of the consumer's needs satisfaction and implementing new products for the welfare of customer's needs and necessities. Through attractive sales methods, all companies and organization is involving at acting and sustaining fixed customers for the purpose of customer satisfaction and company's growth.

KEYWORDS:

CONSUMER PROBLEMS, COMPANIES DEVELOPMENT, RELIABILITY, SECURITY AND SAFETY FOR THE CONSUMERS.

INTRODUCTION

Generally, customers are major resource providers to all companies and management, their role and part in buying and purchasing of particular brand and products are making prosperous company growth and employees development so, every shop owners and company's authority would be smooth and cordial though they ask price at low rate but customer must be retained and sustained. In entire global administration consumers are depending on company's production, is also depending consumer's help as buying produced and designed materials without any malicious opinion and suggestion. Every day survival of people in global family is depending on company's household products, company also depending the customer's attitudes and interest toward buying articles and productions. Families of both employees and employers are protected and motivated by buying habits of the consumers in entire cosmic administration. Indeed, consumer is meant who shows his or her willingness and interest toward buying produced brand and articles of a company and industry is known as customers, without their role and presence in buying articles and materials of company would be useless and fruitless so, every company's growth, customer's development as well as labours needs would be made successful through paying attentions on producing strength of customers. During lockdown and rest of times in Tamilnadu and any other places customers are showing much more attention on receiving, ordering and

buying house hold articles and other textiles items from online websites. Customers are known as a basic pillar of the Indian economic development because they give orders, buying materials and developing company's growth and customers are also feeling happy through companies rendering valuable services.

ROLE OF CONSUMER'S FORUM

Regarding to defects and drawbacks in particular products and materials customers may file case in consumers readdressing forum through online and off line .In this issues, right decision would be taken by the consumers protection forum.

Seller and service provider in consumer places have to follow decency and decorum when they want to sell their products.

Consumers are asked by the consumer court to be cautious, carefully and concerning on their rights and needs.

If any customer get doubts and see any mistakes in any products of particular company may lodge complaints through video conferencing and engage any lawyer to express their opinion in the court.

Consumers are needless to pay any fess and compensation if they find and see any drawbacks in produced materials particularly, company will provide compensations to the affected customers.

Group of people may get together to lode complaints on

particular products of particular company without spending any amount in consumers court or tribunal

Company which is producing duplicate items and materials would be imprisoned and put in jails

If someone propagates in misleading ways about particular company's products would be lodged complaint and put in to jail.

E-commerce is now tightly regulated, and e-commerce companies are now expected to disclose all relevant product information, including country of origin, and respond to the grievance of consumer's within prescribed timelines.

- Settlement of consumer disputes through mediation i.e. with the help of a neutral intermediary outside the consumer court is encouraged under the new law, thus saving time and resources of disputing parties which would otherwise have been spent on dispute resolution through a formal mechanism.
- Consumers now have several protected rights, including the right to safety, information, and choice, redressed as well as right to be heard, to be educated as a consumer, and to a mediated settlement.
- Consumer court has been running with an interest to serve to customer's needs and rights and also punishing wrongly manufacturing companies, gives directions and ways as to produce materials as people able to purchase at all items and periods.

Corporate entities that cater to consumers will have to exercise greater care and caution in terms of quality, quantity, and product safety. The boards of corporate that manufacture or trade consumer goods must create a Consumer Affairs Committee to periodically review consumer complaints and address the need to proactively offer mediated settlements by holding online mediation and save themselves the expenses of defending a matter in Consumer Courts, in some remote part of India besides incurring the collateral damage to reputation.

In order to avoid and prevent forgery and fraudulent activities of manufactures the National Consumer Dispute Redressed Commission has been setup under the consumer protection act 1986. This is a great world which has numerous and multifarious products according the needs of different customers, there should not be any bogus and forgery in producing and produced materials if so license and producing materials would be forfeited by this forum, unless they say proper reason for having produced adulterate materials he or she would be jailed and imprisoned under the consumers protecting act.

In this contemporary period people are asking eating and non eating materials instantly, for carry out their needs, concern companies are producing so speedily, if there is any drawbacks in produced materials he or she would be punished and taken suitable action on them for the sack of

protecting consumers rights and also strengthening companies production at genuine ways.

Consumerism has been increasing rapidly with population exploitation without an obstacle in production of materials of different companies, are also increasing toward satisfying the consumer's needs within short span of time. In this rapidly developing demand of the consumerism, companies are leading to increasing production its brands for the needs of consumers at stipulated time. After articles are distributed by marketing professionals consumers shall know whether it is good or quality but they will order based on the images of online sales department.

Unless and otherwise consumers are attracted by the marketing professionals company production would be nil and be useless so, marketing professionals have to apply great strategy toward selling their products in people places without any problems. Marketing professionals are being as bridge of consumers and companies products for increase welfare of both company and consumer's needs. Company's marketing and seals department have been playing vital role toward preserving and protecting customers needs and necessities, if they do customers service speedily their product would be sold easily. At other hand if a company product was reliable and satisfactory one to the perception of customers and consumers they will show much attentions on buying materials and receiving house hold articles .Consumers are epicentres of the all companies' products without them no value and meaning to all company's production, consumer's money is protecting and supporting company's growth and advancing employees careers lastingly.

Protection of the consumer's rights and service is not only chief duty of the particular company and organization but it is a chief duty of the properly recruited marketing professionals they are suppose to get proper training in a company and try to execute in customer places as to engrossing customer's attentions and attracting their needs to make them to order their desired articles from the company. Marketing professionals have to demo their products in customer's places sincerely and seriously as they able to understand about your company's products. Due to population increases and price increases most of companies are producing materials and needs of the people at desired and chief rates of the public and customers needs thereby consumers are buying their materials easily without any difficult and hurdles.

In Increasing adulterate markets and forgery products people belong to poor and uneducated sections are not able to see and identify whether product is good or bad, marketing professionals are marketing their products by knowing and seeing pulse of the weaker section's thereby they are giving marketing professional asked money without thinking about products features and prospects, after failure and damages of that product ordinary people begins to murmur and blame about that products which was sold by the marketing professionals. On same brand there are sold number brands its prices are varied

according to the price and quality thereby people are confusing themselves why they not able to buy costly products which is sold at same brand in all shops and markets.

Toward guaranteeing and securing consumers rights all companies, government and staffs have to function according the dictations and commands of the consciousness and morality, if they do this practices customers and consumers rights would be automatically protected without any vulnerability and wound because ,in marketing profession marketing professionals are needs to apply righteousness on selling their products, needs to say about its futures and validity as consumers able to understand and determine as to buy and reject online products. If so, they shall come forward to believe your products to buy finally. Most of marketing professionals used to say fake story for make customers to buy products instantly .These types of attitudes needs to be rectified by company authority and in charges, this method will lead to attract consumers to believe and buy their products without any ambiguity.

WAYS TO PROTECT CONSUMER'S RIGHTS

In order to redress customers problems in India Lok Adalats are working effectively toward securing consumer's rights economically for the welfare of consumer's life.

Any mistakes and drawbacks are found in consumer's items it would be redressed and resolved through filing Public interest litigation petitions (PIL)

There is consumer's redressed forum at central and state level with an interest to secure and protect consumer's rights in all buying items.

Regarding to multiple products are sold and loaded in market, government of Tamilnadu and central government will be making awareness programmes about what are the materials people needs to buy not to buy.

Through consumers protect act, 1986 government at both central and state level would be taken appropriate action on who have violated consumer's rights

Toward guaranteeing, protecting and safeguarding consumer's rights both at central and sate level have been made some of laws such as:

Under drug control act 1950 government have stated that if any business men and companies are found unscrupulous and unethical in its products and businesses activities would be punished and imprisoned.

There are other parts of laws which are dealing with consumers rights

- ☞ Drug Control act 1950
- ☞ Agricultural and grading market act 1937
- ☞ Industrial development act 1951
- ☞ Preventions of food adulteration act 1954
- ☞ Essential Commodities act 1955
- ☞ The standard of weights and measuring act 1956
- ☞ The trade practices act 1956

- ☞ Prevention of black marketing and maintenances of essential supplies act 1980
- ☞ Bureau of Indian Standard Act 1986
- ☞ Consumer protection act 1986

CONCLUSION

Consumers are known as who are buying their needs items at market and from online market, when they buy particular company's products, needs to educate to them through company's products guidelines to avoid consumer's ambiguity and doubtfulness. When consumers try to buy their home and non household items they have to ask other's help whether they can order or buy that materials, additionally have to have patience to buy materials and products from particular company without hurly-burly. Customer itself has to ask their query and doubts with marketing professionals for get right materials at right fees. Every consumer needs to read government enacted consumers laws for protect themselves from adulterate and unscrupulous markets and marketing, they have to get basic education to comprehend which is adulterate products and good items are sold in market and in online markets, this is a world where educated people are cheated by educated person then how would be innocent and uneducated people's life in the cheating society so, among the educated marketing peoples ordinary people also needs to have basic knowledge to know about online products unless they will be cheated and misguided by marketing professionals. In this regard self awareness and education is most essential to make consumer strong and efficient in terms of ordering, buying and receiving all online materials at good trust.

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