

## CONSUMER PROTECTION

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The growing interdependence of the world economy and inter-national character of many business practices have contributed to the development of universal emphasis on consumer rights protection and promotion. Consumers, clients and customer's world over, are demanding value for money in the form of quality goods and better services. Modern technological developments have no doubt made a great impact on the quality, availability and safety of goods and services. But the fact of life is that the consumers are still victims of unscrupulous and exploitative practices. Exploitation of consumers assumes numerous forms such as adulteration of food, spurious drugs, dubious hire purchase plans, high prices, poor quality, deficient services, deceptive advertisements, hazardous products, black marketing and many more. In addition, with revolution in information technology newer kinds of challenges are thrown on the consumer like cyber crimes, plastic money etc., which affect the consumer in even bigger way. 'Consumer is sovereign' and 'customer is the king' are nothing more than myths in the present scenario particularly in the developing societies. However, it has been realized and rightly so that the Consumer protection is a socio- economic programme to be pursued by the government as well as the business as the satisfaction of the consumers is in the interest of both. In this context, the government, however, has a primary responsibility to protect the consumers' interests and rights through appropriate policy measures, legal structure and administrative framework.

Some mature people memorize the time they were young and wished for a more comfortable and easy shopping alternative to buy what they needed much faster and in a manner to avoid the crowded stores and the irritating saleswoman with their ace attitude. A click of your mouse can bring you anything you like (if you pay for it off-course). Prices are even more convenient online. People often find in this way cheaper products and the fact that they can choose from a large variety of products is also a big benefit. Electronic Commerce is often interpreted as being just Internet commerce.

For customers, there is no distance limit using E-Commerce right now. "My legs are so tired that I have to go home and take what I need some other time", when you take it something online you are already home on your bed or coach or where ever you feel comfortable and can visit an unlimited number of shops because they all are close to you, in the cyber world. All the clients like to be well treated and become polite answers to their requirements about the products for sale which is not exactly what happens in the real marketing world where you get a superficial answer as though it would not be their job to tell you kindly about the products for sale. Online E-Commerce offers a friendly and attractive

environment for the customers and if it is a respectable flourishing business, full and polite answers to the customers questions.

The development of electronic commerce poses a number of legal and consumer challenges. In India, we are seeing a convergence of new technologies and the deregulation of the financial sector. At a time of great change consumers need to be protected and the law is struggling to keep up.

E-Commerce is not just about using network based technologies to conduct business. It is about moving organisations to fully electronic environment through change in their work procedures, reengineering their business processes, integrating them with their business partners beyond their traditional boundaries. Electronic Commerce has brought about a veritable revolution in the way businesses are conducted. There is a paradigm shift from paper based transactions to fully electronic organisations. Networking and messaging over networks is the key to the new scenario in which there is globalisation of organisations and of markets. Information and Communication Technology (ICT) has wrought a new industrial revolution. It is the Internet which has helped realise globalization of markets seamlessly. A business connected to the Internet is immediately global in reach and connectivity with no additional cost. One third of all the business transactions conducted electronically will be done through commerce on the Internet.

Basically there is three types of E-Commerce are exists. They are :

- (1) B2B (business to business)
- (2) B2C (business to consumer)
- (3) C2C (consumer to consumer)