

Aug-2018 ISSUE-II, VOLUME-VII(II)

Published Issue On Continuing Professional Development Event
With ISSN 2394-8426 International Impact Factor 4.374

Peer Reviewed Journal



Published On Date 09.09.2018

Issue Online Available At : <http://gurukuljournal.com/>

Organized By

Chief Editor,
Gurukul International Multidisciplinary Research Journal
Mo. +919273759904 Email: chiefeditor@gurukuljournal.com
Website : <http://gurukuljournal.com/>

Director,
Gurukul International Publishing Services, Pune - 33.

Published By

INDEX

Paper No.	Title	Author Name	Page No.
001	CONSUMERISM	Dr. K. B. Moharir & Sharayu S. Bonde	1-5
002	The Crucial Role of Buddha's Thinking in Righteous Living	Dipratna R. Raut	6-9
003	A Study of IT Service Marketing Opportunities For Increasing Of IT Services Customers with Reference to Selected It Firms Operating In Pune City	Dr. Revati Bangre	10-16
004	The Social and Gender Inequality advent of Cyber Crime	Dr. Kavita Kanholar	17-25
005	Importance Of Weekly Markets In Rural Development	Dr. Rajesh P. Ingole & Ms. Ujwala Jagannath Sarda	26-29
006	British Theatre of the Absurd	Prof. Nitin V. Gohad	30-34
051	भारतीय स्त्रियांची स्थिती काल आणि आज	श्री.संदीप कृष्णराव चौधरी	101-108
052	धर्म के आधार पार विश्व शान्ति	प्रा.डॉ.धुमाळे धोंडीराम कामाजी	109-111
053	पंतप्रधान मुद्रा योजना - एक अभ्यास	प्रा. डॉ.प्रकाश सरदारसिंग गिरासे	112-114
054	नवीन कर प्रणाली - वस्तु व सेवा कर	प्रा.डॉ.नरेंद्र श्रीधर बागडे	115-118
055	प्राचीन व आधुनिक काळातील हर्बल सौंदर्य प्रसाधानातील साम्य - एक अभ्यास	डॉ. वनिता वि. नास्कूलवार	119-121
056	शिवधर्म चळवळीची धार्मिक परिवर्तनातील भूमिका	राजकुमार एस.बिरादार & डॉ.सुलभा गावंडे-खळतकर	122-129
057	भारत के आर्थिक सुधारो का स्वरूप एक विश्लेषण	डॉ. उषा एन. पाटील	130-132
058	प्राणायाम: आजची गरज	प्रा.डॉ.नरेश भोयर	133-136
059	The Study of Emotional Intelligence in employee creativity at Workplace	Mrs Pradnya Sen	137-144

CONSUMERISM

Guide

Dr. K. B. Moharir

Researcher

Sharayu S. Bonde

Abstract:- Growing consumerism has to take into account the protection of consumer rights and interest even if pose a direct challenge to the producer of goods and providers of services. It could further motivate other educational institution to undertake similar studies in their respective region for better services to the consumer.

INTRODUCTION

The word consumerism have many connection depending on who is using the term, business, government, consumer , group, and academic research. Each have developed their own definition of the term. This definition span the gamut challenging society goal for material goods to reflecting people desire for better values. One succinct definition is that consumerism is a social movement of citizen and government to enhance the right and power of buyer in relation to seller other outer have broadcast this definition stating that consumerism

This are numerous underlying roots of consumerism in the united state the enduring problem which underline the movement have been summarized as follows.

- 1.) Disillusionment with the system :- All of our institution have been subjected to increasing public security skepticism and loss of our esteem. Many consumer think they get a worse deal in the market place than they use to. Thus there is dissatisfaction with their bargaining position.
- 2.) The performance gap:- Many consumer express broad dissatisfaction with the goods they buy. Their expectation of product performance and reliability have risen .Yet the increasing product complexity brings about new possibility for malfunction and a perception by consumer that the promise performance gap widening
- 3.) The consumer information gap:- Amateur buyer lacking the time interest or capacity to process information adequately in order to make optimal market place decision face literally thousand of complex product requiring evaluation along many dimensions relating to performance convenience or even societal concerns.
- 4.) Antagonism toward advertising:- Large segment of the population are very skeptical of the usefulness and truthfulness of advertising information . In addition it is criticized for its intrusiveness and clutter irritation factor stereotyped role and promotion of unrealistic or unsupportable expectations.

- 5.) Impersonal and unresponsive marketing institution:- Such marketing factor as the rise of self service relating reduced knowledge of sales employees impersonalness and bureaucratic structures are contribution to a feeling that are no marketer is listening..
- 6.) Intrusion of privacy:- Development of the many consumer information data bases made possibility under our increasingly computerized society has caused concern over the access to and use of such data and has led to attempts to protect the consumer privacy.
- 7.) Declining living standards :- Recent reduction in consumer real dissention disagreement income has led to pessimism disenchantment with the economic system and attempt to deal with the situation.
- 8.) Special problem of the young the old and the poor are even more vulnerable than most other group in society and face great difficulties coping in the market place.
- 9.) Different view of the market place:- Bussiness people and their and their critics have radically different perception of the nature of the market place.

THE RECENT ERA

The real impetus for the current consumerism movement came from president JOHN F. KENNEDY'S speech to congress. In which he identified what has been reffered to as the consumer bill of right . In 1962 kennedy presented in a message to congress the following four fundamentals rights.

- 1.) The right to safety :- To be protected against the marketing of goods which are hazardous to health of life.
- 2.) Right to be informed:- To protect against fraudulent , deceityful or grossly miskading information advertizing labiling or other practices and to be given the facts needed to make an informed choice
- 3.) The right to choose:- To be assure where ever possible access to variety of product and service at compition price and in those industries in which comition is not workable and government regulation id substituted an assurance of satisfactory quality and services at fair price.
- 4.) The right to be heard:- To be assured that consumer intrest will recive full and sympathetic consideration in the formulation of government policy and fair and expension treatment in its admistrative tribunals.

LEGISLATIVE RESPONSES TO CONSUMERISM

Consumerism has an impact on legislative attempts to enhance consumer right historically legislation was oriented toward protection competions and competitions

rather than consumer. Since the 1960's however a large number of consumer oriented bills have been enacted by congress of the wide spread concern over consumer interest and environmental issue. Example of this type of legislation include

- 1.) Fair packing and labeling act
- 2.) Consumer product safety act
- 3.) Cigar labeling act
- 4.) Truth and lending act
- 5.) National environmental act
- 6.) The clean air act
- 7.) The toxic substances control act

This few example of legislation indicate the trust of recent consumerism in legislative circle . Advocates of this right type of legislation feel that consumer right can test the protected through government regulation of business practices.

CONSUMER RESPONSIBILITIES

While the consumer rights have been discussed in this but nothing have been said about the obligations which accompany that consumer right can only be achieved when accompanied by consumer responsibility various effort have been made to protect the act of the consumer but exploitation of consumer will stop only when consumer himself will come forward to safe guard his own interest. Consumer Have to bear some responsibility which are given below.

- 1.) Consumer must exercise his right
- 2.) The consumer should no believe blindly on seller
- 3.) Most of the time consumer ignore the loss he suffers on purchase of defective good
- 4.) From consumer societies which could play an active part in educating consumer and safeguarding their interest
- 5.) Respect the environment
- 6.) Consumer must be quality conscious
- 7.) Insist on cash memo

DESIGNATION A CONSUMER RESPONSE

These are numerous activities that business could adopt in responding to consumer. The important thing is that the company must be practice rather than reactive in its approach. In other word the firm must manage its consumer response system. First the company should conduct a consumer audit to determine its image among consumer and whether there is any need for change in its activities Research

on the public image of the company should lead to an understanding of whether the company is viewed as progressive, honest, ethical, concerned, responsible, and responsive. Once consumer research identifies specific concerns, then the firm should be formulated policies for dealing effectively with consumerism. A successful effort comprises several important elements.

MANAGERIAL REFLECTION

For our product or service situation.

- 1.) Is the product or service safe for the consumer?
 - 2.) What information is being provided to the consumer and how can this process be improved?
 - 3.) Are there environmental or pollution aspects of the product or services which need to be addressed?
- To flesh out the growth of consumerism and to underline in a different way the growth of consumerism, it is perhaps useful to set down a chronology of consumerism:
- 1927 -- Stuart Chase and Frederick J. Schlink publish *Your Money's Worth* [4].
- 1929 -- F. J. Schlink starts Consumers Research, Inc., the first consumer product-testing organization, publisher of *Consumer Bulletin*.
- 1934 -- Two New Deal agencies, NRA and AAA, establish "Consumer Counsels" to represent the consumer interest.
- 1936 -- Consumers Union, publisher of *Consumer Reports*, is formed from a breakoff of staff members and supporters from Consumers Research.
- 1955 -- Office of Consumer Counsel established in New York State.
- 1957 -- Consumers Association is formed in Great Britain to publish *Which?*
- 1960 -- International Organization of Consumers Unions (IOCU) is formed. By 1970 IOCU included 56 organizations from 32 different nations.
- 1962 -- President Kennedy's Special Consumer Message enunciates the four rights of Consumers: to safety, to be informed, to choose, to be heard.
- 1964 -- President Johnson appoints a Special Adviser on Consumer Affairs.
- 1965 -- *Unsafe at Any Speed* is published by Ralph Nader.
- 1968 -- Consumer Federation of America (CFA) is formed
- 1969 -- to coordinate the activities of 189 local consumer organizations.
- 1970 -- Truth-in-Lending Bill is passed by Congress. President Nixon announced that all government product test information will be made public.
- 1971 -- Consumer Interests Foundation (CIF) is established by Consumers Union to undertake pro-consumer research other than product tests of interest to individual consumers.



1972 -- Department of the Consumer is established in the Federal Government
(estimated)

CONCLUSION

Every service organization has to equip it self to meet the challenges of tomorrow with its treasure of experiences and expertise. Building consumer confidence and customer confidence and loyalty required a careful approach (Courtesy , Accuracy , Responsibility , and Execution efficiently.)