

CONSUMER RIGHTS

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INTRODUCTION

The fact that consumers received faulty or tainted items while paying full price is a common complaint. In a similar vein, some passengers have been overheard grumbling that the provided seats on buses and trains, despite them having paid in full, were unbearably uncomfortable. Individuals usually don't get their money's worth because they don't have the legal right to get their money's worth back in full after they spend it on the products and services they want. When people receive improperly given goods and services, it is occasionally their fault. The goods or services customers are contemplating are frequently not fully disclosed to them. People will occasionally accept deliveries of products or services without questioning their quality. The purpose of this page is to serve as a guide for readers who, in one way or another, engage in consumer activity on a regular basis. It informs them of their rights and obligations, which they must uphold in order for the Consumer Protection Act of 1986 to operate as intended.

WHAT DOES THE 1986 CONSUMER PROTECTION ACT ENTAIL?

The 1986-enacted Consumer Protection Act makes it simple and quick to reimburse consumers who have grievances. Customers are protected, and it promotes speaking up about shortcomings and flaws in goods and services. In the event that producers and traders engage in illegal trade, this statute safeguards consumers' rights. The fundamental motivation behind the creation of this regulation was to help both parties (the buyer and the seller) and prevent drawn-out legal battles. This Act applies to all products and services, whether commercial and noncommercial sectors, with the exception of those that are exempted by the Central Government. The Act gives customers a place to complain, and the forum utilizes force against the negligent supplier and makes recompense for the difficulty the consumer endured.

WHO ARE CONSUMERS?

Simply, a consumer is a person who utilizes or consumes a variety of products and services. Although services include things like power, telecommunication service, transportation,

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theatre service, and many more things, goods include things like consumables (such as wheat flour, salt, sugar, fruits, and so on) and durable consumer items. ¹A person who makes a purchase of goods or services for oneself or another person to use or consume on their behalf is referred to as a consumer.

A person who purchases things from a wholesaler to resell, such as a retail trader who purchases commodities like stationery, is not a consumer but a dealer. Every person who chooses goods and services, spends money to buy them, and then makes use of them to fulfill their needs is considered a consumer.

WHO ARE ACCOUNTABLE CONSUMERS?

You need to be well informed and empowered in order to be a wise consumer, advance your interests, and make the best choice. Consumer intervention has the potential to affect the market. The consumer must therefore use caution. The client should have access to:

- Be aware of the market.
- Verify the precision of weights and measures repeatedly.
- Consumers should exercise, but not abuse, their rights as consumers when attempting to obtain value for their money in market transactions.
- Examine the cost and ingredient labelling carefully.
- Pay attention to the manufacturing and expiration dates.
- Keep an eye out for certification seals like ISI, Agmark, and Eco-mark.

WHAT ARE CONSUMER RIGHTS?

Each nation has its own set of consumer rights designed to offer the highest level of protection to its citizens. Being attentive to consumers' needs includes being cognizant of their rights. The following six important consumer rights have been outlined by the Indian government for the benefit of its citizens:

Right to Safety: The right of the customer to be shielded from the marketing of any product, good, or service that is intended to do them damage.

¹ blog.ipleaders.in

Right to Be Informed: The consumer has a right to information about the product they are buying. This relates to the present good or service's quality, quantity, potency, purity, standard, and pricing.

Right to Choose: The consumer needs fair access to the market in order to compare various goods and services and make an educated decision. This right includes guaranteeing a fair price for a good or service in a market with a monopoly.²

Right to Be Heard: This is the right given to consumers to speak up when it is appropriate, to express their ideas and goals for the benefit of consumers, and to express their concerns.

Right to Seek Redressal: One of the fundamental rights guaranteed to the people of India by the Indian Constitution is the ability to seek remedy. When it comes to consumer rights, customers have the right to seek justice if they are the victim of unfair business practices or consumer exploitation.

Right to Consumer Education: The goal of the right to consumer education is to make consumers and citizens aware of their rights and to promote consumer awareness. This right guarantees that all customers will get information about their rights.

DUTIES OF CONSUMERS

In the same manner that the government has granted a set of rights to every consumer, it is the consumer's duty to likewise uphold a number of obligations allocated to them. Both consumer rights and consumer obligations are crucial. Some significant consumer obligations or consumer duties include the following:

- Consumers must establish non-political organizations to communicate their wants and demands.
- Consumers should adhere to the law when buying goods and not do anything illegal.
- The products that consumers buy must be of high quality and bear quality marks from organizations like Hallmark, ISI, Agmark, etc.
- In order to make an informed decision, consumers should always ensure that they have viewed and comprehended all of the information that is available regarding a product.

² Vedantu.com

- Customers should always request bills of purchase from the seller so that any issues with the transaction may be resolved right away.
- Consumers must alert sellers who engage in unfair business practices and exploitative behaviour.
- Additionally, consumers are responsible for preventing the environment. By avoiding producing more garbage, pollution, and litter, she or he can achieve this.
- When choosing a product, a consumer must consider her or his tastes and choices, file a complaint if the product's quality is subpar, and be informed of and act in accordance with his or her legal rights.

Due to our actions as consumers or customers who purchase specific items, we have all we have today. Because of this, we all need to be aware of our obligations and rights as consumers. Everybody must periodically engage in consumer behaviour, thus being aware of our obligations and rights as consumers are crucial to identifying instances in which a vendor is taking advantage of us as a customer.

CONCLUSION

Governments must intervene to protect consumers' interests by recognizing and defending their rights through a variety of legal mechanisms, including consumer protection legislation, as deceptive activities and market anomalies grow more prevalent. The development of laws that safeguard consumers and their market mobility will be made possible by the collaboration of buyers, sellers, the government, and other authorities.