CHAPTER: 2
CONSUMERISM - CONCEPT AND REVIEW OF LITERATURE

SYNOPSIS

2.1 Meaning of Consumerism.
2.2 Consumerism: A Gradual Social Movement.
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complaints are neglected; he is not consulted in matters concerning his own welfare.

Factors contributing to the birth and Development of consumerism:

It is a challenging task to exactly identity the factors which have contributed to the evolution and advancement of consumerism as several events in numerous fields over centuries in various civilisations, have contributed in achieving the independent temper, a spirit of self protection, struggles and battles for the righteous cause and rational thinking among the human beings. It is rightly said that, "A philosophy of one century is a common sense of the other century".

Consumer exploitation and its serious consequences faced by the consumers on a global scenario over centuries have mainly resulted in awareness of their exploitation and rights among consumers. An attempt is made here to identity several types of consumer exploitation causes of consumerism, efforts undertaken in consumer education, establishing several machineries for accepting consumer complaints or grievances its redressal both by mutual understanding and by legal action in the matter, framing of laws and
their amendments from time to time to make them more effective and purposeful etc.

2.3 Consumer Exploitation after Industrial Revolution:

During 1760 AD and 1830 AD – i.e. the period of industrial revolution major changes took place which changed the industrial scenario considerable.

The changes as described by Knowlts are as follows:

1) Development of engineering
2) Revolution in Iron-making.
3) Use of steam power
4) Rise of chemical industries.
5) Development of coal mining
6) Revolution in transport.

Moreover the geographical discoveries that took place in the late 15th and 16th Century widened the markets. New markets in the country and abroad opened up.

The economic consequences of industrial revolution such as use of better technology, mass scale production, specialisation,
growth of capitalism, improvement in the living standard of people, low per unit cost of production, efficiency in manufacturing, improvement in the quality of goods, wide ranging variety of goods were available in the markets etc.

The social consequences of industrial revolution include division of the society into two parts namely the nobles, lords, kings and other reach people as one class and the sick people as another class. The main and the only objective of the business was to maximize profit and later on in order to achieve this objective the industries exploited all the resources including money, materials, machinery and even men to the maximum possible extent both in an ethical and unethical manner. Industrial revolution gave rise to rapid urbanisation, created problems of housing and price rise especially in urban areas, of creation of slums dirt and diseases of air, water and soil pollution etc. affected the health of not only workers but the entire society also. The laws protecting labourers, consumers and environment from the newly created conditions yet to be enacted. The concepts of social responsibilities of business trusteeship, consumer protection and environmental protections were still to be evolved and developed.
2.4 The Doctrine of social Responsibilities of Business:

The society was adversely affected by several unfair, unethical and exploitative practices of industrial and business houses and hence the thinkers advocated the principles of social responsibilities to be followed by the business houses because the society had also its legitimate claim on the earnings of the business organisations as the business enterprises are also under the obligation of the society. Moreover the society through becomes the victims of its adverse effects doesn’t ask for reward or compensation hence it was expected that the business should morally and voluntarily accept the social obligations and try to fulfill the social responsibilities by doing good to the society at large. The business also included the publics of the company as priority sector in the ‘society’ i.e. Government, Shareholder creditors, employees, suppliers, consumers of the organisation, the neighboring society of the business and then the society, in general while explaining multi dimensions of the term “social Responsibility”. Dow Votaw Writes, “The term is a brilliant one, it means something but not always the same thing, to
everybody. To some it conveys the idea of legal responsibility of liability to others it means socially responsible behaviour is an ethical sense, to still others the meaning transmitted is that of responsibility for, in a casual mode; many simply equate it with a charitable contribution; some take it to mean socially conscious a few see it as it as sort of fiduciary duty importing higher standards of behaviour on businessmen than on citizens at large. Even the antonyms socially “irresponsible” and “non responsible” are subject to multiple interpretations”

As a result of the contribution of many thinkers philosophers; many enlighten entrepreneurs voluntarily started considering the complaints, expectations and wellbeing of consumers as their social responsibilities. With the spread of this doctrine the society expected the business to act in a socially responsible manner in the true ethical spirit (sense).

2.5 The impact of Industrial Revolution on Consumer Protection:

This was an era where mass production had just began. The surplus goods manufactured were “sold” or rather “pushed” in the
market. The competition was not much in the beginning. The "sellers Market" prevailed. The ultimate objective of business was maximisation of profit. Hence the buyer had to accept whatever was available and so, the consumer's demand for various commodities increased to a greater extent. In this "New Industrial Society" the manufacturers practiced many unfair trade practices such as charging unreasonably high prices of goods and services enjoying under advantages of consumer's ignorance regarding the production cost. Product contents production process etc., due to large varieties of products the consumer were confused in making rational choices and setting right priorities in purchase decision making.

The distance between consumer and manufacturer increased due to single or few plants and multiple and distant markets. As a result the consumer grievances and complaints were neglected and consumer wellbeing was ignored by the traders/marketers and manufacturers. The consumers were quite unaware of the art of buying and art of priority setting in satisfying their needs. They were also uninformed about their rights and remedies against exploitation. There was a uninterrupted flow of variety of new products, which tempted consumers to buy more of these products which tempted the
consumer to buy more of these products which resulted into the waste of consumer money and decline of their savings. The society expectation aspirations regarding ethical trade practices were not fulfilled. This new emerging situation convinced the society of a strong need for consumer protection laws, consumer awareness and united action and thereby to have a powerful consumer movement.

2.6 Marketing Philosophies:
The marketing philosophies have changed responding to the changes in the economic conditions over a period of time. Prof. John F Mee\(^1\) identifies an evolutionary process of marketing into the following stages.

1. The first decade of the 20\(^{th}\) century production received primary attention in response to the growing consumer needs and the demands of World War I
2. The 1920s may be called a selling concept.
3. In 1930s the sell stage was extended through impersonal selling.
4. Then appeared the Marketing concept, which followed the World War II. The question of 'How can we sell?' was replaced by "What do consumers really want?"

5. Then appeared another height of awareness in the society, which asked the manufacturers and marketers regarding the use of scarce resources. The business enterprises were made accountable to the employees, customers, suppliers, competitors, the community and the general public and the Government for the scarce resources. The awareness increased among these claimants right to know and opine on the product contents, packaging wasteful use of resources, Hazardous effects of products to the individual consumers and the environment etc. These issues contributed a lot to the broadening the scope of marketing.

2.7 Marketing Definitions:

The marketing concept and definitions underwent changes and its boundaries expanded over a period of time with the changes in the economic development and several other factors.
According to Drucker\(^2\), Marketing is a creation of customer. While Peters and Waterman\(^3\) did opine that "the excellent companies really are close to their customers... other companies talk about it; the excellent companies do it".

With an increase in awareness in the society the scope of marketing enlarged. As Robert A. Grayson\(^4\) puts, Marketing is the commercial process which attends and facilitates the movement of goods and services through the economy to enlarge and satisfy consumer needs consistent with the corporations' fundamental objectives.

2.8 Development of Marketing Philosophies:

Many scholars explain the development of marketing philosophies over a period of time as a result of the change in the economic scenes.

1. Production Orientation which assumes that consumers have little product choice. If a product is available and if consumers can afford it, then they will purchase it. Product orientation is a business philosophy that focuses primarily on firms own
resources and products. This was a period since industrial revolution till 1920s and 1930s i.e. The Production Era"

2. Product Orientation:

3. Sales Orientation highlights how the firm should promote and sell its products assuming that all the customers though well informed about product will not buy the product or they will not buy in large quantity unless there are dynamic and result oriented efforts to promote sales. This period i.e. between 1930s and 1950s as Peter D.Bennets calls as ‘Sales Era’.

4. Marketing Orientation is a step forward from the sales orientation. This orientation highlights the consumer needs and according this approach the customers need not be approached and convinced about their need satisfaction but the goods and services to be offered to the consumers should be fully capable of considering the consumers needs and problems in the best possible manner which is the essence of marketing philosophy. The needs of the consumers should not only be considered while designing and manufacturing the product but there should be on going efforts to see that the
consumption of the same leads to consumer satisfaction and well being in its true sense.

5. Societal Marketing Concept:

This orientations adds "society's expectations in addition to marketing orientation. This highlights on the interest of not only consumers but also other individuals and society's well being i.e. the marketing efforts should not have its negative effects on other individuals and on the society as a whole.

2.9 Evolution of consumerism – In Global Perspective:

In the last four decades of the 19th century the economic life and the situation of consumers in United States changed rapidly. The Industrial output and employment increased five times. The population doubled, and the proportion living in the urban areas rose from 20 to 40%. The completion of railroad network created nation wide market.5

In England in 1893 the sale of goods act was passed. This rapid growth of the cities and industrialisation give rise to new consumer problems. Various new organisations concerning with
local, social and political problems appeared between 1890 and 1900. The first consumer league formed in New York City in 1891, in 1898, the local groups joined in a national federation, and the National consumers league the first national consumer's organisation. By 1903 the national organisation had grown to 64 Branches in 20 states.

Moreover by the end of 19th century the need for consumer protection resulted into legislative action by the federal Government in U.S.A. The efforts on legislative scene was in the direction of maintaining fair competition (Sherman Antitrust Act 1890 Sec.2) By 1900 food processing was moved from home and village shops to large factories and processing units. The commercial food production had just began.

The conditions in many plants were primitive by modern standard. Homemakers were shocked by public disclosures of filthy, fraudulent or dangerous products – Food closed with chemical preservations candy coloured with poisonous dyes, narcotic soothing syrup for babies and tragic consequences which followed when people believed in the cure all promises of source of the patent medicines.6
The nation was shocked by the scandalous conditions that took the public health and welfare for granted.

As David Schoenfeld and Arthur A. Natella puts that much credit for emphasizing the need for reform and governmental action want to the writings of a group of young reformers called the Mukerakers' whose aims was to expose the evil conditions of the times. Their work was aided by the phenomenal rise in popularity of such inexpensive magazines as McClures, Cosmopolitan, Colliers and Everybodys. These magazines had tremendous circulation because of their sensational treatment of social evils. The famous newspaper reporter, Lincoln Steffens wrote series of articles for McClures which he entitled "The shame of the Cities".

The jungle by Upton Sinclair first appeared in 1906 and exposed the corruption in meat industry. On reading the book a the president, Theodore Roosevelt was shocked and appointed a committee, as a result investigation was ordered. On the basis of the finding Congress passed two important bills, a) the Meat Inspection Act, 1906
b) The Pure Food and Drugs Act.

In 1872 the first consumer protection law was passed. The law revised, consolidated and amended the statistics relating to the post office department sec.149 of the 1872 act.

In 1883 the importation of unwholesome tea, was prohibited and in 1890 an act was passed preventing the importation of adulterated food and drink. Between 1879 and 1905, more than 100 bills were introduced in congress to regulate inter State Production and scale of foods and drugs.\(^9\)

In 1914 the Federal Trade Commission (FTC) was established to curb the monopoly and trade practices that have the potential to be unfair to competitive businesses.

"Your Money's Worth" written by Stuart Cháse and F.J.Schlink published in 1927 (New York : The MacMillan Company) was the best seller where in A.S. Robert Hwermann writes – "The authors had proposed the formation of a consumer sponsored organisation to do product testing and described the testing activities of a local "Consumers Club" at white plains, New York. The stream of inquiries from the readers of and so was the impact of 100,000,000 Guinea Pigs (New York: Grosset and Dunlap, 1933), and M.C.Philipss, Skin
"Your Money's Worth" soon convinced Schlink that local consumers club he had organised should be expended. In 1929 consumers Research Inc. was formed to perform this testing work on a larger scale" These authors also attacked the manipulation and deceit in advertising practices.

The stock market crash in 1929 forestalled a widespread consumer movement. In this period the efforts were made to educate the consumers in better buying budgeting and money management help them buy the best at least possible cost.

Sulfanilamide Scandal of 1937 led to 107 deaths As a result a new food Drug and Cosmetic Act was passed in 1938.

2.10 Widening Marketing Horizons:

Not only consumers but even the society at large is also increasingly concerned with the social objectives and preservation of ecological balance on the planet.
2.11 Social Audit:

Referring to the concept of social Responsibility Audit' Hisae Gillette and Kelly\textsuperscript{10} expect the top marketing managers that after establishing the policies they should conduct a periodic social Audit to measure the gap between social objectives and actual social performance.

2.12 Impact of marketing on the society:

Marketing and Business practices have been blamed for creating so-called commercialisation sofestication of consumer life. Packard\textsuperscript{11} describe that business practices like, inducing consumers to buy more of each product, including the “throw away” spirit among consumers achieve planned obsolescence, design of products o achieve servicing complexity and planned obsolescence, pricing to create confusion and developing hedonism in the masses etc have contributed to a commercialisation of American life. But packards views can be also be applicable to the consumers life round the world as well.
2.13 Marketing and environment:

Packaging one of the important functions of marketing is responsible to a great extent in creating environmental pollution. In attempting brand differentiation creation of a better brand image and attracting the consumers and developing brand preferences various packaging materials are used. The developed countries were formerly using reusable containers have turned to the disposable of “throw away” packages. Describing the intensity and emerging consequences of the packaging created pollution cundiff., still and Govoni\textsuperscript{12} States that in U.S. annually 650 pounds worth packing material is used per person.

It is however highly encouraging to note that in the past few years there is an overall awakening among consumers, thinkers, journalists, politicians and social workers world over. The consumer movement is more strong in the countries like USA, U.K., Australia etc. while in underdeveloped and developing countries consumerism is still in it's early infancy.

It was 1872 when the need for consumer protection was translated into legislative action by the Federal Government of U.S.A. while in great Britain according to the Sales of Goods Act of 1893\textsuperscript{13}
the goods sold were to be of "Merchantable quality" and reasonably fit for the purpose for which they were sold. In 1905 the British National Standards Institute\textsuperscript{14} was established which served the convenience of manufacturers but later played a vital role in arousing interest of organised consumer.

In 1914 The Federal Trade Commission was established in U.S.A. to maintain free and fair competition in the economy. Stuart Chase and Schlink J.J. \textsuperscript{15} attacked the manipulation and deceit in advertising practices and convinced Americans consumers of paying very high price inferior quality. In 1935, Consumers Union was formed in U.S.A. The union also established a laboratory to test several goods and published "Consumers Reports" on soap, Refrigerators, Cosmetics, Drugs etc. The consumers Reports became much popular and won the increasing readership proved much useful in protecting the consumer through education, guidance.

In U.K. the Government appointed a committee under the Chairmanship of Mr.J.T. Molony \textsuperscript{16} to report on what changes in the law were desirable for further protection of the consuming public and to make recommendations for:

1) better standards of safety, quality and performance
2) greater use of information, and better labeling.
3) Regulation of terms and conditions upon which marketing imply list, guarantee or approval.
4) Further restraint on false on misleading statements on claims.
5) Further control of terms of hire purchase and credit or self advertisement and control.
6) Simpler means and/or more extensive rights for the aggrieved consumers
7) Continuation of advice, assistance representation for consumers through a council or centre.
8) Changes in the existing law or administration thereof.
9) Additional statutory backing for the measures for the above mentioned aims.

The molony Committee published a detailed report in July 1962 with 214 recommendations. These recommendations were responsible for chain of enactments by the State Government. This report has been valued as a great landmark in the history of consumer movement in U.K.

Even the labour party promised the people during elections to work for the cause of consumers in 1966, women's
organisations as well as intellectuals played a significant role in furthering the consumer interest. The Molony Committee.


It was for the first time that the late President of U.S.A. John.Kennedy proclaimed what has been referred to as “Consumers Four pronged Magna Carta” in 1962 he gave the following writes to the consumer.

a) The right to safety
b) The right to be informed
c) The right to choose
d) The right to be heard.

In addition to this, the President Richard Nixon\(^1\)\(^7\) presented his "Consumer Bill of Rights" to congress of 30\(^{th}\) October 1969.

In addition to the abvoe rights Kotler\(^1\)\(^8\) also adds the The Rights to protection against questionable products and marketing practices and the right to influence produces and marketing practices in directions that will increase the “quality of life”.

\(^1\)\(^7\) President Richard Nixon
\(^1\)\(^8\) Kotler
Lyndon B. Johnson, the then President of the United States, believed that though the consumer movement had grown, the consumer in the U.S. still did not achieve equality with the manufacturers. To achieve this new height of consumerism, he formed a committee in January 1964 known as "President's committee on consumer interest". This committee performed the following functions:

1) Committee would act as the consumer voice in the administration.
2) Co-ordinates consumer activities of Government agencies.
3) Recommend legislation.
4) Facilitates communication on consumer affairs between Government, Consumers, business, the states, and other organisations.
5) Hears the comments from consumers.
6) Promotes consumer education.
7) Helps disseminates information of use to the consumers.

The contribution of advocates like Ralph Nader and John Bahnzob and their group needs a special reference in the history of consumerism.
Fredrick E Webster Jr.\textsuperscript{20} considers the following forces responsible for the creation and rise of consumerism.

Political forces highlighted the consumer movement, as it was a common problem influencing the larger public interest more over the journalist - critiques like Vance Packard, Daid Captouitz, Maurine Neuberges, Rachel Carson and others published consumer protection concept effectively.

In addition to this the affluence of the consumer lead to deterioration in the after sales quality of goods and the standard of after sales services, inflationary pressures and problems of consumer choice as a result of availability of variety of goods on one hand and lack of proper information on the other hand etc. were responsible for the birth of “The new Consumerism”.

While according to Dow Votaw (1972)\textsuperscript{21} the following marketing forces are behind the consumer movement
The marketing forces behind the consumer movement:

Macro Forces

1. Marketing efficiency
2. The fairness of the marketing system
3. The macro marketing mix as a problem

Micro Forces

1. Product
2. Price
3. Promotion
4. Distribution

According to Schewe and Smith (1981) show in the following diagram the consumer interest groups, government public policy etc influence the consumer movement.
Influence on the consumer movement

Consumer interest groups

- Politicians
- Labour Unions
- Consumer advocates
- Consumer Organisations
- Students
- Others

Govt. Group
- Federal
- State
- Local

Business

Pub. Policy
- Laws
- Regulatory bodies,
  Court rulings

Buyers

Source: Charles D. Schewe and Ruben M. Smith, "Marketing Concept and Applications", McGrawhill Book Co. P. 646
For the spread of today's consumer movement, Akar and Day cite the following reasons.

1. Consumer confusion organisations.

2. Deceptive or uninforming advertising and increasing variety of goods and brands.

3. Higher consumer expectation regarding product quality.

4. Suspicion generated by disclosures of questionable business practices in certain industries.

5. Increased concern for poor who are often most acutely affected by shoddy business practices.

6. Heighten concern for the quality of life which brings the entire market system under scrutiny and criticism.

Developments in Consumerism after 1970.

1. Corporate attitude towards consumerism.

2. Reduction in consumer waste and increase in consumer savings.

3. The impact of consumer legislation or deceptive advertisement.
2.14 Corporate Attitude Towards Consumerism.

The marketing philosophy practiced by the General Electric Co.\textsuperscript{24} is based on two notions: First the consumer is recognised as the focal point for all business activities and second, profit rather than sales volume is specified as the criterion for evaluating marketing activities. Since the consumer was considered the starting point for all business operations, marketing must be introduced at the beginning rather than at the end of the production cycle.

By various person over a period of time the following definitions will give us an idea of the rise and boundaries of consumerism.

It is noteworthy that Japanese products have succeeded in the international market due to "its", "in-built quality attention to customer satisfaction through attention to detail at every stage which they call as Quality function Deployment (QFD)\textsuperscript{25} QFD is a system of translating consumer requirement into appropriate company requirements at every stage from research through product designed and development in manufacturing distribution, installation and marketing sales and service.
2.15 Consumer Wastes:

Ralph Nader\textsuperscript{26} states that worthless drugs done cost consumers one billion dollars a year while the federal trade commission estimates that another billion dollars are wasted an fraudulently sold home improvements on repairs and 8 to 10 billions dollars are wasted on auto repairs.

2.16 Deceptive Product Labeling:

It is interesting to note that it was brought to the notice of the Citrus Hill Manufacturing company\textsuperscript{27} (a subsidiary of Procter and Gamble Company) and Citrus World, Inc. by the Federal Drug Administration (FDA) of USA that they should not use the word fresh on their orange juice product labels for “Fresh Choice” and “Fresh ‘N Natural Brand Premium” was false and deceptive finally both the companies agreed to change their labels accordingly.

2.17 Consumer Education:

Consumer Education - An effective tool in achieving consumer protection.
There are three approaches in achieving the level of consumer's protection and welfare.

1. Consumer Protection through effective representation

2. Legal Action Approach.


1. Consumer Protection through effective representation.

The prevailing consumer exploitation can be tackled by way of negotiations and / representation with the marketers of goods and services. As prevention of Legal Action is always advisable, attempt should be made to protect consumer interest at this very level.

2. Legal Action Approach.

When the first approach fails to grant justice to the consumers the legal action approach becomes inevitable. This approach can provide a fairdeal when there are sufficient consumer courts, the judicial procedure needs to be simple, the consumer legislation does not have loopholes, where the process of granting justice is not time consuming, because justice delayed is justice denied, where there are strict punishment clauses where there is constant vigil on consumer suffering in various fields and where there is a constant
review of possibilities of new laws, appropriate, amendments in existing legal frame work.

Above all these, a pre-requisite consumer education is a highly essential element for successful administration of consumer protection. In other words consumer education is a prime approach on which the success of negotiation and legal action depends.

Consumer education is a very vide and highly unexplored field especially in the underdeveloped and developing countries like India.

Consumer education is defined as "education aims at making people more intelligent and discriminating consumers of goods and services.

2.18 Findings of Research Studies:

Corporate houses also started considering consumer views which is noticed from the following findings of research studies.

In an interesting study of Business, Government and Consumers responsibilities for consumer Protection the respondents of the above groups perceived as below:
Consumer groups accurately represent the opinions of the consuming public 4.190 3.926 3.189
Consumer group feel the average consumer is too naïve to deal with many Advs. 2.741 2.741 2.023
Individual consumers feel that consumer groups have objectives other than consumer interest 2.476 2.704 2.253
Consumer groups have more credibility with government officials and legislators than does the business community 2.429 2.963 2.385
Consumer groups favour the use of legislation as a means of restricting firms advertising content 2.619 2.222 2.040
Consumer groups favour limiting the amount of money that firms spend on advertising 2.762 2.654 2.500
Consumer groups donot feel that advertising plays a useful role in society 2.571 2.615 2.270
Table 2: Views of executives on statements dealing with advertising

<table>
<thead>
<tr>
<th>Role of Government</th>
<th>Germany</th>
<th>Swiss</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Government regulations are so restrictive that all most all creative talent is absent</td>
<td>3.143</td>
<td>3.269</td>
<td>2.805</td>
</tr>
<tr>
<td>2. There will be intense concentration between Business, Government and consumer groups</td>
<td>2.714</td>
<td>2.667</td>
<td>2.500</td>
</tr>
<tr>
<td>3. Continued piecemeal efforts will have resulted in no resolution of the advertising regulation issue</td>
<td>2.900</td>
<td>3.115</td>
<td>2.444</td>
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<thead>
<tr>
<th>Role of Consumer groups</th>
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</thead>
<tbody>
<tr>
<td>4. Consumer groups will face in importance and will occupy only a minor niche</td>
<td>3.143</td>
<td>3.346</td>
<td>2.672</td>
</tr>
<tr>
<td>5. Consumers will become more supportive to business and less supportive to consumer groups</td>
<td>2.619</td>
<td>3.000</td>
<td>2.583</td>
</tr>
</tbody>
</table>

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<tr>
<th>Role of Advertising Agency</th>
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</thead>
<tbody>
<tr>
<td>6. The advertising industry will develop self regulatory mechanisms which reduce consumer group and government criticism</td>
<td>1.857</td>
<td>2.259</td>
<td>2.194</td>
</tr>
<tr>
<td>7. The advertising industry will have joined with Consumer groups to eliminate criticism of Advertising</td>
<td>2.810</td>
<td>2.923</td>
<td>2.555</td>
</tr>
</tbody>
</table>

Mean value of response based on five point scale where 1 = strongly agree and 5 = strongly disagree

Table: Business, Government and consumer responsibilities for consumer protection.

Group assigned primary responsibilities for consumer protection area.

<table>
<thead>
<tr>
<th>C.P.Area</th>
<th>Business</th>
<th>Govt.</th>
<th>Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. providing adequate information to assist consumers in making purchase decisions</td>
<td>90</td>
<td>06</td>
<td>06</td>
</tr>
<tr>
<td>2. Protecting consumers from Abuses (e.g. frauds and Deceit)</td>
<td>32</td>
<td>58</td>
<td>13</td>
</tr>
<tr>
<td>3. Protecting consumers from Their buying mistakes (e.g. Cooling off period on door To door sales)</td>
<td>27</td>
<td>33</td>
<td>43</td>
</tr>
<tr>
<td>4. Protecting consumers from Their own views of Appropriate buying Priorities</td>
<td>11</td>
<td>07</td>
<td>33</td>
</tr>
</tbody>
</table>

Data sum to more than 100 across because of tie of first place votes.

In another survey of top marketing executives in a social responsibilities project the following result Table level of influence indicated by Chief Consumer Affairs Officers.
2.19 Conclusion :-

In the evaluation of the consumer protection concept, several ideological concepts state of economy and society etc are responsible for the birth of consumerism which is an outcome of several events over a period of time in the global perspective. Here consequences of Industrial Revolution, Social Responsibility of business, Effects of marketing on the consumers society environment and widening horizons of marketing consumer orientation in business etc, are also described. Moreover the forces responsible for the birth and rise of consumerism, the events enactments research and consumer voice and activities did give a boost to consumerism.

Moreover the study present state of consumer affairs and future challenges are also highlighted.

In this chapter only significant landmarks of consumer movement in developed countries are considered as the problems that are faced by the developed countries in the past (yesterday) will be problems faced by developing countries tomorrow moreover today the world has came much closer, as a result, there are significant impacts of one nation on the world at large. The information, news,
knowledge researches, inventions etc are very rapidly spread round the world within a short time due to satellite communication system, mass media exchange of information and know how between various nations.

All the events in the history of consumer protection country wise in chronological sequence makes the thesis voluminous and meaningless hence only significant events that are landmarks in evolution and growth of consumerism are highlighted here.

We have made an humble attempt to make the chapter useful to the Government, Business community, academicians researchers, thinkers etc as the efforts made by the above groups abroad and have solved consumer problems and achieved consumer well being by deep study of the situation.

The end of 20th Century has forced us to consider the following aspects which are emerging issues:

1. These corporate houses has realised that high quality norms not only in products but in services also are required.
2. Product and packaging must be environment friendly.
3. When the high quality products are available naturally quality conscious consumer will accept quality product. As a result the
consumers attitude will contribute towards making the 21st century – "An era of quality". And more and more organisations are expected to go for ISO 9000 and ISO 14000 Quality Certifications Mark.

This may also give confidence and prove a new light of hope to the above groups in our country as same of individuals in India have become highly disheartened and pessimists and very strongly feel that nothing can be done to improve the poor state of consumer affairs.
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