
CONSUMERISM ACROSS THE GLOBE: A COMPARATIVE ANALYSIS

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1. INTRODUCTION

Trade and Commerce has developed extensively in recent years, especially after the introduction of e-commerce and shopping sites. When transactions take place inter -state and intra-state, it is very common and natural for disputes pertaining to jurisdictions, applicable legislations, consumer preference compromises and misrepresentation to occur. Every party in an agreement only wants a law that is more favourable to them and reaps more profits and perks for their business, but that's where the concept of unfair consumerism comes into play.

It is very important to analyse the other party state's governing legislations before entering into dealerships with them and decide the legislation that would adjudicate the party's disputes when or if it arises. Many countries have developed and have brought about laws and statutes to protect consumers, but the concept of consumerism is still underdeveloped in many states. Notions such as *Caveat Venditor* and *Caveat emptor* need to be popularised and enforced in many countries even today. Various international bodies such as the UN and UNCTAD have made several governments understand the need for this kind of a legislation. The UN then came up with a set of guidelines that listed the rights of consumers and empowered them. Ever since, consumerism turned into a movement¹.

This article will focus on comprehending, comparing and contrasting the laws of the nations and states with the best consumer practices on the aspects such as background and main motive of the legislations, processes being implemented to resolve disputes, the penalty for various consumer crimes, the scope of alternative dispute resolution in these countries, the enlisted and unique consumer rights and the limitations or drawbacks in all these systems.

¹ Global Policy Co-operation. <https://www.consumersinternational.org/what-we-do/consumer-protection/global-policy-cooperation/un-guidelines-for-consumer-protection/>

Further, The paper will be designed in such a way that the consumer practices in the above mentioned countries will also be compared with that of India's under every criteria broadly. Further, the article will throw light on the importance of consumer protection and the manner in which international disputes are dealt with.

The article will also deal with the UN provisions and aims to highlight the ones that play a huge part in resolving disputes such as Quality of products and services, Claims regarding failure to provide or complete services, Non-payment of bills, return of deposits, contract interpretation, dissolution of partnerships, injury, loss or damage claims and compliance with warranties.

Some of the countries whose consumer practices and laws will be analysed extensively and dealt with will be China, Japan, Israel, United States, UK and other laws of the European Union.

2. ASSESSMENT OF PRACTICES COUNTRY WISE

2.1 CHINA

China has been a promoter of consumer protection and even instituted a separate body known as the China Consumers Association, which was established in December 1984 after receiving the consent of the state council. It is a leading organisation and chooses its members from various governmental and societal departments. Its aim is to monitor goods and services, be the custodian of consumer rights and provide adequate guidance on consumer acts to ensure that the society functions well. The country has about 3,193 consumer organisations intra and inter country out of which 31 are provinces, autonomous regions and municipalities subordinate to the main government.

A legislation was enacted as a result of this organisation's work, called the Law of Protection of Consumer rights and interests of the people's Republic of China. This Act had provisions that granted protection and safety to the consumers against a defective product such as Article 7. Similarly, Article 8 of the act provided the customers the right to be informed about their purchases and all kind of details and information that a customer is required to know. One very unique right is that consumers could exercise the liberty to autonomously choose goods and are given the right to distinguish, compare and select between various goods. Similarly provisions on forming organisations publicly to uplift consumerism and fight for trade breaches were essential in protecting customers. Regulations on fair trading and compliance towards

dignity and ethics of groups without violating one's personal information is listed under articles 10-15 of the Act².

Civil liability is imposed on manufacturers of products that are defective, goods that do not comply with the commodity standards indicated on its package, goods that do not carry out the functions that it should. Similarly consumer dissatisfaction and insufficient quantity is not comprisable. A manufacturer would be required to pay the required compensation such as taking care of the medical expenses of the aggrieved party during the ailment period, providing for maintenance for the party undergoing treatment in a circumstance where one has to absent himself/ herself from work. Similarly, in case of death of the party, funeral expenses and other living expenses must be borne by the breaching party. If the return or repair for a product is possible, the return of the product must be duly accepted by the manufacturer³.

The penalties for offences may range from less than 10, 000 yun to shutting down of an organisation committing major breaches and infringements. A company or entity that is not satisfied with the order awarded may apply to the authority at the next level for better remedy within fifteen days of the order.. People's court is the next option if the review order also does not satisfy the party.

With respect to Alternative dispute resolution modes negotiation and mediation were permissible. Additionally, complaints could be sent to the appropriate administrative forums, committees and arbitral bodies. Consumers could also approach the people's courts⁴.

2. 2 EUROPEAN UNION

The European Policy on consumption and consumerism that was enforced in 1975 came out with a set of consumer rights⁵. At the same time, Europe also complied with treaties such as the Maastricht treaty and the Amsterdam treaty. The Amsterdam treaty specifically brought about measures to restrict the spread of misleading and wrong information about a product or brand and ensuring the compliance of safety standards by manufacturers.

² The law on Consumer Rights In china <[³ Binding, J. Consumer protection law in the People's Republic of China 2014\). *China-EU Law J* 3, 223–252 \(. <https://doi.org/10.1007/s12689-013-0039-z>, 12-12-2013](http://expatriights.org/2019/06/the-law-on-consumer-rights-in-china/#:~:text=According%20to%20the%20Law%20of%20the%20People%E2%80%99s%20Republic,and%20use%20of%20goods%20and%20receipt%20of%20services.>Accessed 31. 10. 2022</p></div><div data-bbox=)

⁴ *Ibid* 4

⁵ Jana Valant, Consumer Protection in the EU:Policy Review, , September 2015 <https://epthinktank.eu/2015/09/03/consumer-protection-in-the-eu-policy-overview/> |

There are many legislative bodies that deal with consumer rights, such as the National Council of Consumers and Users. This organisation could put forth its opinions regarding the government bills, consult other bodies and sign protocol contracts with them. It can enforce national and international policies on consumer related issues, promote research and develop information on consumerism. The European Consumer Consultative Group is another organisation that does similar work. The European Commission consults this group for protecting the consumers interests. Its main motive is to come out with solutions and discuss major problems that the consumers are facing. Cross border consumer complaints are dealt with by the European Consumer Centers. The ECC will bore all the legal and linguistic expenses related to international transactions such as phone calls, courier, fax etc⁶.

Expectations set out by the product manufacturers are to be met by the product. Similarly, any flaws or defects in the product are not to be entertained. The product should be just according to the requisites mentioned by the consumers in terms of the quality and features. Similarly product safety in EU is also governed by several statutes to prohibit the sale and distribution of unsafe products and levy heavy penalties if defective goods are produced and circulated. Defective products in this sense could be defined as those goods whose safety when used is not ensured based on situations such as the manner in which the goods have been showcased in the market, its use and applicability and the time period during which it has been distributed.

The producer of a product is always liable even if he has not acted in a malicious or a negligent manner. In a circumstance where the manufacturer is not to be found then the trader who distributed the product is to be blamed. A product is considered defective for these purposes when it does not provide the level of safety that a common person is entitled to expect, taking all the circumstances into account, including:

- The presentation of the product.
- The use of the product which can be reasonably expected from its usage.
- The time during which the product was put into circulation. A product is not defective for the sole reason that a better product is subsequently put into circulation⁷.

⁶ Role of the ECCG, https://ec.europa.eu/info/policies/consumers/consumer-protection-policy/our-partners-consumer-issues/consumer-policy-advisory-group-cpag/european-consumer-consultative-group-eccg_en

⁷ Rod Freeman, Claire Temple, Tracey Bischofberger, Sarah-Jane Dobson and Carol Roberts, CooleyLLP, Product Liability and safety in the E, |August 1 2020, Thomson Reuters practical Law

Any problem or issue that a consumer faces, can be fixed by direct communication with the trader and supplier. However, a specific form also aids with the direct interaction with the suppliers and dispute resolution. The issue becomes a dispute when the manufacturer dismisses the grievance put forth by the concerned party. The two ways of resolving consumer issues are the conventional litigation or court system and the Alternative Dispute Resolution mode. Just like India, even though approaching courts may be rewarding in some ways, it has its own cons too. For example, cross border legal compliances, expenses and unnecessary delays. Following alternative dispute resolution techniques are way more convenient and safer. The law seeks to promote the use of ADR(Alternative Dispute Resolution) by ensuring that suitable options are available in all kinds of consumer disputes. Under the Alternative Dispute Resolution mode for Consumer Disputes (Competent Authorities and Information) Regulations 2015, as amended by the Consumer Protection (Amendment etc) (EU Exit) Regulations 2018, the provider of an ADR scheme must show that they meet certain minimum standards and must be approved by a ‘ competent authority⁸’

ADR procedures take place in a very streamlined manner. The party who approaches the ADR body provides the necessary documents and proofs after which the body contacts the disputant for conducting sessions for settling disputes. If the dispute resolver and the date for the proceeding is fixed, then the proceedings start. In case a settlement is arrived at by the parties then an agreement is drawn up by the neutral third party and the parties have to agree to it.

2. 3 ISRAEL

The consumer practices in Israel are not that different from the practices in other countries. The Domestic Trade Administration is the watchguard and regulates various bodies and parties in applying and carrying out different consumer protection legislations. Cases are taken up suo moto or are received from officers who inform these bodies through their inspections and investigations. The Israeli Bureau of Consumer Protection and Fair Trade handles reports of violations of the consumer protection law or other related violations⁹. There are 4 main legislations that govern consumerism:

- i)The consumer protection Act of 1981
- ii)The law for Regulating Basic Goods and Services, 1957

⁸ Lorraine Conway, Consumer Disputes:Alternative Dispute Resolution, Number 7336, 12. 05. 2022

⁹Israel, International Trade Administration, 7. 12. 2016, <https://trade.force.com/article?id=Israel>

iii)Weights and Measures Regulations of 1947

iv)The Law for Regulating Prices of Basic Goods and Services of 1996

If one of the above laws has been violated, the legal staff in the regional offices can send a warning, impose an administrative fine or begin legal proceedings against the violating party. The Administration works, in cooperation with various consumer organisations and handles the criminal violations while the consumer organisations deal with the civil areas.

The Consumer protection law of 1981 has provisions that are very much similar to the sections in other nation's legislations such as restrictions on consumer fraud, misrepresentation, false claims, disclosure of full information etc. Similarly, the consumer council also works towards safeguarding consumer rights, improving the marketing strategies for goods, promoting the concept of good inspection, representing the government and other public authorities, increasing consumer knowledge and participating in consumer conferences.

The Real Estate Law and the Uniform Contracts law are some of the regulating acts that are used and applied extensively. A complaint in which there is an infringement of a consumer law provision is governed by the Domestic Trade Administration.

Liability for defective products Act and Amendment to Patients Rights Law are other laws that govern the same.

With Respect to Alternative dispute resolution, Arbitration and Mediation is very widely practised there. The arbitration process is governed by a law that the parties could choose. However, if the arbitration session is in Tel Aviv, then the Fimish Law must be in use. Similarly, the procedure, the upper limit of awards and the method used in gathering evidences and reports is at the discretion of the parties¹⁰. There was a time when various centres saw the majority of their revenue from training activities due to lack of knowledge on mediation¹¹.

2. 4 JAPAN

There are a number of different acts, laws and legislations enacted for consumer safety with the sole motive of providing justice to consumers who are hurt or injured by acts of others. Close to 70 distinct laws and several regional governments have mentioned and complied with

¹⁰ Ebner, N. , Efron, Y. , Winkler, Y. and Manobla-Landman, G., Alternative Dispute Resolution in Israel. In G. De Palo & M. Trevor (Eds.), Global Trends in Mediation: The Southern Mediterranean, Vol. II. Kluwer Law International, 2007

¹¹ *Id*

sanctions and remedies under. The three major acts priority wise include the Consumer Protection Fundamental Act, The Consumer Contract Act and The product Liability Act.

The Consumer Protection Fundamental Law also has come out with particular objectives that the government must strive towards such as preventing danger, making sure that the way of measuring is proper and fair, Correct labelling, promoting research and education, setting up of facilities and infrastructure for checking and establishing complaints redressal systems in place¹².

The Consumer Contracts Act, on the other hand, aided in improving the economy and raising the negotiation level between parties. The Act also regulates the offer and acceptance of contracts made by consumers and elimination of certain clauses that provide the escape mechanism for businesses from damages and injustices to consumers¹³.

The Act that lays down the reliefs, damages, compensations and liabilities that the product manufacturer should shoulder is the Product Liability Act. After the Act was implemented, many new product liability suits are being filed by small enterprises and startups for even the smallest of claims and issues. Aggrieved parties are now able to obtain decrees and judgements against manufacturers, defendants that seemed almost impossible even a few years ago¹⁴.

The Japanese government has been very proactive and quick in replying to this increased demand for data, thereby giving more power to its population. For example, the National Consumer Affairs Center of Japan established a web page in 1996 that has general consumer information, a list of links and announcements regarding products with potential issues¹⁵. The doctrine of strict liability was enforced in the Morinaga arsenic-laced milk powder case where there were about 693 deaths and 1200 patients in all¹⁶.

Surprisingly though, there are no listed Consumer rights, due to which the system in japan is considered to be a little less effective.

The Consumer administrative hierarchy is very detailed, intricate and elaborate in nature.

¹²Volume 1, edition 1, chapter 2, Mamta Pathania, Amit Kumar Singh, Consumer Concerns in the 21st Century - Socio - Legal PerspectivesPP(21-38), January 2012.

¹³ Japan:Consumer Contract Act, 2001

¹⁴ Wayne B. Mason of Sedgwick, Detert, Moran & Arnold LLP| Products Liability In Japan, 30. 01. 2017, <https://corporate.findlaw.com/litigation-disputes/products-liability-law-in-japan.html#:~:text=On%20July%201%2C%201994%2C%20Japan%27s%20national%20legislature%2C%20the,effect%20one%20year%20later%2C%20on%20July%201%2C%2019>

¹⁵ *Id*

¹⁶Chapter 3, Kikuo Nikizawa, The Legislative Process of Product Liability Law in Japan, Pg 41-48

1) The Consumer Protection Conference

The Consumer Protection Conference was instituted by the Consumer protection Basic Law to plan and implement policies regarding customers. The conference headed by the Prime Minister and other managers is held almost once every year to determine the basic procedures and acts to determine and analyse consumer administration for the next working year.

2) Social Policy Council

The Consumer Policy Council set up by the Consumer Basic Act, discusses basic matters relating to the promotion of consumer policies. It frames the basic consumer idea and supervises the actions taken in accordance with the plan. The Quality-of-Life Bureau in the Cabinet Office works as the secretariat of the Council, and is responsible for the general coordination of general consumer policies in the Government¹⁷.

3) Cabinet Office

The Cabinet Office coordinates and identifies all the consumer policies and measures and conducts meetings of division managers heading the consumer administration from allied and related ministries and agencies.

4) National Consumer Affairs Centre of Japan

This body provides information and conducts research and study relating to consumer affairs from a comprehensive perspective to improve people's lives. NCAC also undertakes Alternative Dispute Resolution (ADR) procedures to resolve important consumer disputes¹⁸.

The hierarchy also includes city and prefecture governments, ministries, local governments, Consumer affairs centres etc.

Many industries have a separate body called the "Product Liability Centre" to deal with complaints pertaining to consumerism and products. These institutions provide mediation services when issues come up in relation to accidents.

As for complaints raised in connection with contracts, the Japan Direct Selling Association, for example, has ten hotline centres located around the country to which calls from consumers are

¹⁷ Tani Midori, Japan's Consumer Policy, Policy update 031, 11. 12. 2008, RIETI, <https://www.rieti.go.jp/en/special/policy-update/031.html>

¹⁸ National Consumer Affairs Centre of Japan https://www.kokusen.go.jp/e-hello/about_ncac/data/ncac_hello.html, Act on National Consumer Affairs Center of Japan

forwarded. Now many companies even have a consumer complaint section¹⁹.

2. 4.2 Redress and consumer forums

Consumer complaints are usually dealt via negotiations between consumers and commercial entities. These local government consumer information bodies deal with several complaints. In case, a product bearing the SG mark causes harm to other parties, then the consumer can claim damages from the manufacturer.

2.5 UNITED STATES

The United States Federal Trade Commission (FTC) works individually as well as with other bodies to regulate a bunch of consumer protection laws. The main motive is to provide the consumers a corruption free and a healthy trading environment that people from all classes could afford.

Some of the more prominent acts are credit-related acts, such as the Truth in Lending Act, Fair Credit Billing Act, and the Equal Credit Opportunity Act, as well as continuing enforcement of industry specific acts, such as the Petroleum Marketing Practices Act, and the Comprehensive Smokeless Tobacco Health Education Act of 1986²⁰.

If the FTC truly believes that any of the provisions have not been complied with and have been abridged, then FTC may file a complaint to the party at fault or corporation. A court session will be held in front of an Administrative Law Judge and if there is genuinely a breach, then a cease and desist order will be issued.

An appeal can then be made to the full FTC, then the federal appellate court, and lastly the Supreme Court if the case is admissible there. If there is no appeal then, the order is finalised within sixty days of its issuance. The penalty for violation would however be \$10, 000.

There were other bodies that were instrumental in upholding consumer rights. The Consumer Product Safety Commission is a federal body with the motive of reducing injury or death caused to people through usage of consumer products²¹. This organisation sets the standards for products and its usage as well as conducts recalls of goods that are a danger for health and life.

¹⁹ *SUPRA 16*

²⁰ Spencer Weber Waller, Jillian G. Brady, & R. J. Acosta, Consumer Protection In the United States: An Overview, 11. 08. 2011 H20, https://h2o.law.harvard.edu/text_blocks/183

²¹ Consumer Product safety Commission, <http://www.cpsc.gov/>

Another significant consumer body is the Bureau of Consumer Financial Protection, as it brought about the Consumer Financial Protection Act of 2010, which in turn instituted another separate, distinct organ called as the Bureau of Consumer Financial Protection. The State Governments act as the Consumer law enforcement agencies and consumer advocates without any superior department or body.

The consumers could also enforce statutes such as torts and class actions. Class action lawsuits let aggrieved consumers with smaller damage claims to file a lawsuit collectively. Bringing a class action lawsuit for common law fraud is a task because U. S. courts need a high degree of commonality among all the plaintiff's claims in order for the class lawsuit to go further. Similarly warranties are also another commonly used right. The Uniform Commercial Code requires that all merchant-sold goods are, at a minimum "fit for the ordinary purposes for which such goods are used.

A Lot of Consumer groups and associations such as Citizen Utility Boards, Consumers Association, National Consumer Law Center, Public Citizen and Consumer Federation Of America. They have played a critical role in investigating, publicising, lobbying, litigating, and researching consumer issues.

Pertaining to Alternative Dispute Resolution Modes, The AAA(American Arbitration Association) provides for fair administration of consumer issues and will exercise its authority to ignore administration of arbitration demands where an arbitration covenant comprises of material violations of the AAA consumer Due process protocol in due consultation with government bodies, interest groups, educational societies and enterprises²².

3. UN BODIES AND GUIDELINES

3.1 The United Nations Guidelines for Consumer Protection (UNGCP)

These guidelines and principles lay down the basic structure and highlight the main features of Consumer Protection Legislations, laws and statutes for the formulation of local and regional laws as well as ensuring international co-operation and co-ordination among other states and learning from the experiences faced by other states.

The directives were initially taken up by the General Assembly in resolution 39/248 of 16th April, 1985 and later expanded by the Economic and social Council in resolution of 26 July

²²American Arbitration Association, <https://www.adr.org/consumer>.

1999²³.

Three Ad Hoc Meetings were held in total. The first meeting decided that the UNCTAD should initiate a consultation procedure on the review of the UNGACP. The Second Ad Hoc Expert Meeting on Consumer Protection discussed the Implementation Report and agreed on creating working groups that was brought to the table in the first meeting. The last meeting analysed the modalities report and other allied issues that were included in UNGCP. An agreement was decided upon among consumer experts and diplomatic commissions in Geneva.

The International Consumer and Protection and Enforcement Network, led a few organisations under its banner. Some of them are:-

3. 2 OECD

The OECD's main motive is to make and spread policies that will elevate the economic, social and emotional well-being of people across the world. This platform provides a place in which all governments could function together to learn and seek solutions through experiences to standard, common issues. The body works with governments to comprehend all the factors that are bringing about these economical and other societal changes in consumer behaviours. The OECD challenges a wide spectrum of issues very essential for consumers, especially through its committee on Consumer Policy.

3. 3 United Nations Conference on Trade and Development (UNCTAD)

This Organisation provides perks and benefits to developing countries more fairly and without bias. The organisation also helps these countries deal with other bottlenecks of economic integration.

Apart from technical guidance, UNCTAD also promotes sustainable development, investments, increases access to technical gadgets, promotes entrepreneurship and start-ups and cross- border transactions, protects people from abuse and fraud and ensures eco-friendly use of natural resources²⁴.

One very important factor to be taken into consideration is the work done towards achieving the goals and objectives set by the agenda to be achieved by 2030.

²³ United Nations Guidelines for Consumer Protection, UNCTAD, <https://unctad.org/topic/competition-and-consumer-protection/un-guidelines-for-consumer-protection#:~:text=The%20United%20Nations%20Guidelines%20for%20Consumer%20Protection%20%28UN%20GCP%29,encouraging%20the%20sharing%20of%20experiences%20in%20consumer%20protection.%22>

²⁴ About UNCTAD, UNCTAD Prosperity for all, <https://unctad.org/about>

Financial development is another task undertaken by them by joining forces with World Bank, International Monetary Fund, WTO and United Nations Development Programme. The organisation as of now, is serving 195 countries in all.

3.4 Iberoamerican Forum of Consumer Protection Agencies (FIAGC)

FIAGC is a multinational platform developed to understand the public policy of consumer protection, instituted and formed by governments of Latin, America, Spain and Portugal. The objective of that body is to encourage co-operation and co-ordination among its members via sharing information and experiences in topics of common interest for better application and enforcement of consumer related policies²⁵.

3.5 Global Privacy Enforcement Network (GPEN)

This organisation was instituted in 2007 when OECD governments took up a recommendation on cross-border agreement and conciliation in application of laws. The other tasks that this body undertakes is the practical factors of privacy law enforcement cooperation, implementing best practices in combating cross-border challenges, promote joint enforcement programs and awareness campaigns²⁶. The GPEN was started in 2010 in response to the OECD.

There are other organisations such as EU Consumer Protection Cooperation Network, European Consumer Center network, Asean Coordinating Committee on Consumer Protection., Consumers International etc.

4. PRODUCT LIABILITY COMPARISON IN UK vs INDIA

Product Liability is the responsibility and burden shouldered by product manufacturers when any of their products affects any individual's mental, physical and emotional well-being. Since it's a concept around which consumer law was developed, It is very essential to understand and enforce it in accordance with the state's laws and regulations.

It is also very well-known that the laws and statutes of India have been adopted from englands laws. Even though, the laws of both these states are very similar, there exists very intricate, minute differences between the laws of these states and this section will highlight the differences between these legislations on various aspects of this vital concept.

4.1 Person Against Whom Liability May Incur

²⁵Consumer protection Around the World, ICPEN, <https://icpen.org/consumer-protection-around-world>

²⁶ What is the Global Privacy Enforcement Network?, GPEN <https://medium.com/golden-data/what-is-the-global-privacy-enforcement-network-gpen-d8227d0b493d>

In India, Liability for any injury or hurt is usually borne by the producer of a product or a product distributor or seller. However, this depends from case to case. The manufacturer will be held responsible even if there is enough proof that he was not negligent in his actions in making claims about the warranty of the product²⁷. Similarly any modification or alteration made by the product owner would also make him liable and if the change made is contrary to the information given by him.

Sections 84- 86 explains the liabilities of the Manufacturer, Product service provider and Producer seller.

The Product liability **in England** is also borne by the manufacturer but it also includes an individual who abstracted the product. The key difference between English Law and Indian Law, is that a distributor or a product packager would not held liable under the english law, unless the circumstance is such that the product distributor or packager is unable to find the product manufacturer²⁸.

4.2 Liability when it arises

According to Section 2 (35) of the Consumer Protection Act, The manufacturer of a product is only entitled to compensate or provide damages if any injury or harm has been caused to the aggrieved party by the usage of the product.

In English law , when any damages occurs or is caused wholly or partly by a product, adequate compensation, damages and remedial measures need to be taken.

4.3 Defectiveness

A defect in a product or good refers to any imperfection in quality, quantity, purity, standard which must be in accordance to claims and complaints made by the consumer or the complaint must conform to the concerned person under any law for the time according to section 2(10) of the Consumer Protection Act,

However, In English law, if a product or its standards falls short of the societies or a layman's expectations and demands, then it is considered to be defective. Section 3(2) also elucidates the situations that must be taken into account while defining what defectiveness is from case to case. This includes all the processes involved in making, selling and distributing a good, the

²⁷ Consumer Protection Act, Section 83

²⁸V Katheen Cardwell, The Consumer Protection Act 1987(1987), Volume 51, Issue 2, Modern Law Review, Pg614-638, March 1988

time period of manufacturing and selling, the safety warnings, precautions and information that must have been mentioned beforehand.

5. CONCLUSION

Consumerism, Consumer Laws, legislations and rules are as important as any other law and in fact has to be given more emphasis as trade is what this world thrives on.

While Production and sale has to be regulated, it is not to be forgotten that buying and consuming are also integral aspects of commerce. The liabilities of consumers must be meted out well to protect the interests of producers, wholesalers, retailers and other parties in this line.

Laws are well structured and laid down, but its implementation is not carried out well. Owing to reasons such as lack of expertise, incompetency, lack of workers, corruption and other societal factors these laws and bodies that govern these laws are also not well structured. That is the most problematic and important aspect of consumer law. International Organisations such as UNCTAD and ICPEN are international organisations that work on global consumerism and measures to elevate the conditions of the same. These organisations should join hands with the other regional and International organisations to get a better understanding of the challenges faced by different sects and communities. At the same time, these organisations would provide a stronger base both, with money and manpower and could do wonders to break linguistic and territorial barriers.