

More Explanation on Consumer Movement

The Government of India passed the Consumer Protection Act of 1986, popularly known as COPRA as an initiative for protecting the consumer against unethical and illegal trade practices. The consumer movement is an organised and collective movement of consumers. The main object of this movement is to educate and unite consumers and to fight for the protection of their rights.

The consumer movement arose out of dissatisfaction of the consumers as many unfair practices were being indulged in by the sellers. There was no legal system available to consumers to protect them from exploitation in the marketplace. For a long time, when a consumer was not happy with a particular brand product or shop, he or she generally avoided buying that brand product, or would stop purchasing from that shop. It was presumed that it was the responsibility of consumers to be careful while buying a commodity or service. It took many years for organisations in India, and around the world, to create awareness amongst people. This has also shifted the responsibility of ensuring quality of goods and services on the sellers.

In India, the consumer movement as a ‘social force’ originated with the necessity of protecting and promoting the interests of consumers against unethical and unfair trade practices. Rampant food shortages, hoarding, black marketing, adulteration of food and edible oil gave birth to the consumer movement in a organised form in the 1960s. Till the 1970s, consumer organisations were largely engaged in writing articles and holding exhibitions.