

International Marketing in India

2004

Outline:

Consumer protection does not encompass merely consumer law, but also a host of issues like safety of food, beverages, toys, textiles, goods and services. Extremely misleading and exaggerated advertisements, unfair trade practices and other sales gimmicks lure consumers, especially children (Gupta, 2001).

Thesis Statement

This research paper will explain the consumer movement aspects in India.

The discussions and recordings of this paper will be limited to the scope of the literature surveyed.

Consumer Movement in India

The consumer movement in India initially evolved as a social force with the requirement of protecting and promoting the interest of consumer against fraudulent, base and unfair trade practices (Panta, 2001). Selective shopping could be the only form of consumer resistance at the early stages. The basic dogma governing the legal position of consumers being 'buyers beware' (Panta, 2001).

Legislation

A major breakthrough came during 1986 when Parliament, under the leadership of then Prime Minister Rajiv Gandhi authorized a law for Consumer Protection (COPRA - 1986) (Gupta, 2001). It is only in India that we have three tier consumer courts at district, State and national levels with different levels of pecuniary jurisdiction. The orders of these courts are compensatory and not punitive. The procedure is simple, speedy in redressal and inexpensive. Court fees are not charged for these litigations.

Political and Legal Issues

Politics has an impact on the marketing strategy in India. There are different opinions proposed by various political parties and take diametrically opposite views when it comes to globalization, liberalization and other trade issues. Hence it is imperative for the companies to comprehend the political climate in India before embarking on any business activity.

The amount of legal issues have come down significantly when the Government of India (GOI) progressively eliminated the myriad license hurdles confronted by the business groups. Currently it has reached a stage wherein top priority is given for foreign direct investments. A single window clearance wherein all the processing can happen in one go is prevalent. The government to facilitate business in India has made null and void a number of outdated legal restrictions and a quite a few new ones have been enacted.

Technological Outlook in India

While looking at the prospect of doing business in India it would be prudent to see what are the options available to a Non Indian company to invest in India. Since 1991 India has undergone a sea change in its outlook toward foreign investment and global collaboration (Gupta, 2001). Add to that the phenomenon called Internet and you really have an explosive combination. It's no wonder that software and Internet services have genuinely led India's outward push.

India is undergoing a revolution in the IT sector. Outsourcing of jobs to India is a hot topic since there is cheap and a talented work force available here. The Government of India is sparing no efforts to capitalize on the potential in the Software domain and constantly woos a number of top notch MNC's . India has the infrastructure and the workforce to meet the demands of the international business players. There has been a significant growth in the automobile, telecommunication, science and technology industry as well.

Consumer Initiatives

Some of the recent innovations in the consumer movement are the establishment and adoption of citizen's charters largely by the State services and the setting up of regulatory authorities for public utilities (Panta, 2001).

The impediments

However, the movement till now has been limited to the middle class citizens in urban centers by the large. It has yet to spread among the masses in rural and semi-urban areas. Professionalisation of the consumer organizations is also far to be major constraint with most of them (Gupta, 2001).

Work Cited

Gupta, Das. Marketing Mantra: The Real Story of Direct Marketing in India. New Delhi:
Prentice Hall Of India, 2001.

Panta, Murali Prasad. Business, consumer and the government. New Delhi: Mitten Publications,
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