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CONSUMERISM AS A SPECIFIC PHENOMENON IN UKRAINE

Today's realities contributed origin and development of such an unusual phenomenon in Ukraine as consumerism. What is it?

Consumerism in the narrow sense is a movement for the rights of consumers. In the broadest sense it is an organized movement for the empowerment to influence for buyers and producers of goods and services. It is movement for creation of Consumer Societies.

This phenomenon is realized in the form of public speeches, in boycotting companies, shops and building societies of consumers.

The phenomenon of consumerism in the world history of marketing is not new. It is the result of dialectical understanding of the consumers of its discrimination.

It is characterized by such features: he brings together representatives of the broadest sectors of society that is lawyers, doctors, teachers, workers and farmers, MPs and businessmen and students. Funding the activities of societies uses by means of voluntary contributing, donations and income from publications of these organizations, has an international dimension. In 1960 hosted the first International Conference of consumer organizations, which set up the International Organization of Consumers Unions (IOCU).

What is the position of consumers and their rights in Ukraine?

When someone enters at the store or supermarket, it is not interested in a small book, which hangs in the "Consumer Corner". It names "The rights of consumers". Only it says that the level of legal culture of our "domestic" consumers is very low. Of course, on the other hand, associated with low living standards low purchasing power pushing to buy only cheap goods (often import because of absence of domestic goods). Without thinking of Rights.

But nevertheless not all is badly.

There is an extensive system of state control over low-quality goods, which includes sanitary-epidemiological service of the Ministry of Health, the organs of the State Standard certification, inspection of State protection of consumers.

Of course, legislative and regulatory framework needs improvements, in which the requirements for quality and safety of food products formulated very blurry.

But discordant voices have heard in the ranks of consumers. Currently in Ukraine there are only single cases of protest from consumers in restaurants, cafes, bars, catering, health centers, and places of public entertainment. But these voices have already merged into a significant stream of hope in the future to become a full-fledged movement and force manufacturers to respect the rights of consumers.

Hope for the consumption of quality is!