

Dinu, Vasile

**Article**

## The Protection of the Consumers Rights in an Era of Technological Changes and Globalization

Amfiteatru Economic Journal

**Provided in Cooperation with:**

The Bucharest University of Economic Studies

*Suggested Citation:* Dinu, Vasile (2014) : The Protection of the Consumers Rights in an Era of Technological Changes and Globalization, Amfiteatru Economic Journal, ISSN 2247-9104, The Bucharest University of Economic Studies, Bucharest, Vol. 16, Iss. 36, pp. 449-451

This Version is available at:

<https://hdl.handle.net/10419/168836>

**Standard-Nutzungsbedingungen:**

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

**Terms of use:**

*Documents in EconStor may be saved and copied for your personal and scholarly purposes.*

*You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.*

*If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.*



<http://creativecommons.org/licenses/by/4.0/>

## **The Protection of the Consumers Rights in an Era of Technological Changes and Globalization**

In the market economy the consumer occupies a dominant position, representing the reference element of all actions taken both by the producer and the trader, and ensuring that position is made by the observance of his fundamental rights: the right to protection of health and security, the right to information and education, the right to protection of economic interests, freedom of choice, right to compensation, right to satisfaction of basic needs, freedom of association and representation.

Among the main objectives of the politics of the protection of the consumers rights at the level of the European Union, such as: taking the necessary measures which allow choices based on clear, correct and coherent information; the protection against unsafe products and services; establish efficient procedures for resolving commercial disputes, are *adapting consumer rights to economic and social development, the globalization of trade, especially technological changes brought by the Internet and digitalization*. As a result, EU consumer protection politics, as well as individual countries politics should be periodically updated to take into account the social, economic and environmental changes, as well as advice and new scientific evidence in the field.

As a result of the technological revolution brought by the internet and digitization, along with the globalization of trade, consumers face an increasingly more complex environment which leads to significant challenges on the consumer protection. The production, distribution and selling goods and services will really have a global dimension. The traders will sell increasingly more to consumers products from anywhere in the world thanks to e-commerce, but this globalization makes the identification of unsafe products entering the market hard. Products and services will become more sophisticated and more personalized; instead, the traditional consumers' rights will be increasingly less suited to the digital age. In that way, difficulties regarding the protection of consumer rights increase and also the need for a morereliable and efficient market oversight, so that consumer protection policy better adapts to these realities.

Looking ahead it is noticed that in many areas, consumers face an increasingly complex environment and this trend is likely to continue due to: *technological developments* (20 years ago, the Internet was new, and now it is a tool used daily by many consumers); *electronic commerce* (which extends the range of products available and weakens the influence of advertising and classicalcommercial techniques on consumer markets); *challenges of globalization* (production,

distribution and marketing of goods and services have a global dimension); *sustainable and responsible consumption* (which requires the sustainable and responsible consumer choices); *increasingly complex offers* (products and services will be increasingly technical and more personalized causing difficulties to consumers to become familiar with the digital environment); *lack of consumer confidence* (many consumers think that a significant number of products are unsafe, that they have all necessary data when making purchases and that their rights are not fully protected). All these phenomena occurring in the era of the technological change and globalization made the difficulties on the protection of consumer rights increase and therefore the need to ensure effective market surveillance, so that consumer protection policy to better adapt to these realities.

The general problem faced by the state and the consumer resides in the application and guarantee of fundamental rights and liabilities stipulated by the legislation. This basically entails effort to create an economic, information, institutional and juridical suitable framework based on which the consumer rights could be fully harnessed, recorded and guaranteed by the legislation.

Considering what was mentioned above, the present number of the journal *Amfiteatru Economic* brings to the fore issues concerning: increasing consumer decision-making capacity, improved consumer safety, better implementation and updating of legislation on consumer protection and effectiveness of the process to claim rights and recovery of damages.

To harness the position of the consumer as a key factor for the economic development of the member states and the Union as a whole, a new Consumer Programme for the period 2014-2020 is shaping in Europe. Compared with the previous policy document, namely the EU Strategy for Consumer Policy 2007-2013, the concerned Union strategy aims to address changing consumer issues from a diffuse target to “empower consumers” in order to increase welfare, to more specific and concrete objectives of ensuring the safety of products and services, education and information, and ensuring the rights and remedies.

**Editor in Chief,  
Vasile Dinu**