**ECONOMIC FUNDAMENTALS OF MECHANISM OF CONSUMER PROTECTION, AND DEVELOPMENT PRIORITY.**

**Laschak Victor V., Laschak Taras V**.

Ph.D. in Economics Associate Professor of "Finance"

Bukovina University. Chernivtsi

Student Chernivtsi National University

***Abstract.*** *Most scholars consider the conceptual space of consumer protection only from a legal point of view, analyzing the underlying economic conditions that affect the quality and functional characteristics of consumer goods. In our opinion based on the passage of goods in temporary space should make gradation consumer protection as a specific control process for the previous, current and ex defense which are respectively characterized by some financial leverage effect. It is essential in order to avoid admission to the market of quality products not familiar with modern developments in the world organization of national standards bodies.*

***Keywords:*** *consumer protection, financial mechanisms and instruments, standardization, standards.*

In the global economy concept konsyumeryzm which comes from the Latin «consumo» - consume regarded as an organized movement of citizens and government and public institutions for the empowerment of consumers and the impact on producers and traders both in commercial and in outside commercial sphere [1]. Governments, in developing and strengthening policies to protect the rights and interests of consumers adhere Guidelines for Consumer Protection, adopted in April 1985 the UN General Assembly (resolution 39/248) [2].

In the conceptual space of consumer protection, most scientists considered only from a legal point of view, analyzing the underlying economic conditions that affect the quality and functional characteristics of goods and accordingly transformed to meet or not meet consumer expectations of purchased goods. In our opinion based on the passage of goods in temporary space should make gradation consumer protection as a specific control process for the previous, current and ex defense which are respectively characterized by some financial instruments that the state can apply for the functioning of zhystu consumer rights. So at the stage of preliminary control when there is only preparation for the release of a product or service to the financial leverage previous impact include:

1 State funding and raise funds from other sources directed to a system of standardization and certification of goods and services.

2 Implementation of programs to finance projects involving manufacturing products for more international quality characteristics and performance.

3 The introduction of tax incentives for producers with high consumer characteristics.

4 Improve tax return, including VAT on goods produced in the country and exported to the implementation and use of the customs territory.

5 The contribution of government to attract international grants aimed at improving product quality indicators.

6 Provision of soft loans and application of compensators interest payments to commercial banks for providing loans for the production of better quality goods.

On stage are direct production and provision of works or services we think the state should involve for the effective functioning of consumer protection such as financial leverage:

1 Financial and other incentives the state pidpryyemstrv are organized and implemented effective internal control over product quality.

2 Promoting the competitive environment in the country based companies use better materials, better technology and energy saving equipment, as well as involvement in production processes more vysokoprfesiynyh and experienced professionals.

3 Funding and effective management and control on the part of government and the public over the actions of authorized external monitoring of compliance and conformity of production of output standards and technical regulations.

4 Effective use of tax leverage.

5 Effective use of monetary instruments of influence.

6 Financing and promotion of independent media information spaces that analyze qualitative parameters commodity markets.

7 Funding and promotion of independent labaratoriy and research institutes are investigating and studying the quality characteristics of products.

As for the financial leverage of the state space for temporal stage subsequent control that should be addressed through direct and production use here is to determine:

1 The application of effective controls on the use of effective punitive, dstsyplinarnyh and other coercive measures restrictive.

2 Funding and effective management and control on the part of government and the public over the actions of the powers which include oversight and enforcement of legal requirements for product quality and safety.

3 Financing and organization of the judiciary towards effective consumer protection and the use of compensators them material and moral damages.

4 Continuous improvement of the mechanism of taxation of income consumers.

5 Creation of favorable monetary conditions in the country and stimulate the development of the credit consumer.

6 Using the distributive and redistributive functions of the state through benefits and subsydarni mechanisms.

7 Fiscal incentives for the creation of public, international and other non-governmental organizations konsyumerskyh.

8 Promoting businesses that produce and sell goods, services, and perform robroty quality.

9 Financing costs related to the maintenance of a database of substandard and dangerous goods.

Interpretation of the mechanism of consumer protection is only possible in close conjunction with the qualitative characteristics of products, which in the broadest sense quality product provides a set of specific indicators that reflect its utility to the consumer, security, reliability, durability, harantiynosti, the presence of certain sufficient technical resources to date repair, innovation, efficiency, ergonomics, aesthetics, environmental friendliness. Highest quality is its compliance with international standards and global competitiveness.

It is important for the purpose of market access is not quality products skillfully use developments ISO (International organization for standardization) which brings together more than 100 member countries, where each country has one equal vote. The structure of ISO 120 consists of countries with their national standard organizations. International Standards ISO does not have the status of binding for all member countries, any country in the world has the right to use their discretion. The main purpose is to support the development of ISO standards, testing and certification aimed at developing trade quality products and services.

Implementation of ISO provides the following key benefits [3, c. 87-88]:

* - expansion and recognition for its standards;
* - worldwide accessibility standards in many languages, which promotes links between multinational customers and suppliers.

Standards are an essential source of information as they collected rules and regulations based on achievements in various fields of engineering, technology and practical experience and recognized by consensus by the stakeholders. The impact of standardization on the competitiveness and quality of products sold primarily through integrated development of standards for raw materials, semi-finished products, components, equipment, design and finished products; the technological requirements for critical processes and quality indicators, as well as common methods of testing and measuring, control and evaluation of conformity. Availability of standards facilitates and directs the activities of the manufacturer of products on the market to ensure its compliance with the criteria of competitiveness and quality. It should be noted that excessive detail orientation and standardization requirements for certain construction solutions, using only certain materials or raw materials, etc. is a hindrance to the creation of new products.

The influence of the state on the development of standardization as a component of consumer redress mechanism makes it possible to achieve several goals, including the most important is to provide a quality product of its own population, and the ability of products to compete in foreign markets.

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