

DOUBLE ROLE IN CONSUMER PROTECTION - A WARNING TO FUTURE DECISION MAKERS IN RETAIL SECTOR IN ROMANIA

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ABSTRACT

This paper presents the analysis with case studies of how the specialization of marketing students, third year, the Faculty of Economics and Business Administration, Alexandru Ioan Cuza University in Iași, approaches the consumer rights issues from the perspective of a dual role - potential factor decision in the retail sector and the buyer.

The initial findings reveal that students are not aware of consumer rights in theory, possible problems with its complaints are dealt with under the slogan "Our customer, our master", who is working to achieve and maintain profit company image. Attitude in this case is oriented to the "communication and public relations". Placement in a position of buyer to whom rights have been violated, changes this diplomatic approach. The conclusion of our study may be a warning to subjects taught in the Marketing and Trade specializations, such disciplines having a major role in shaping not only functional skills but also those of ethics, consumer protection and social responsibility.

Key words: case study, students` attitude, retail and consumer rights

