

RELEVANTNOST JAVNOG UTICAJA PREKO FINANSIJSKIH POLUGA U NIVOU POTROŠAČKE CENE I POŠTOVANJE PRAVA POTROŠAČA U UKRAJINI

THE RELEVANCE OF PUBLIC INFLUENCE THROUGH THE FINANCIAL LEVERS IN THE LEVEL OF CONSUMER PRICES AND THE OBSERVANCE OF CONSUMERS RIGHTS IN UKRAINE

V. Laschak ¹, N. Pelipchuk ²

Summary

During the integration process towards the European community problem of state influence on consumer prices and protection of consumers is one of the most important activities, which requires constant control and learning in the new conditions of implementation. Necessity our country to keep good relations with the Customs Union in which are its legislative acts complicates the task.

Adaptation of Ukraine provides for reform of its legal system and gradually brought in line with European standards and covers private, customs, labor, financial, tax laws, consumer protection, technical rules and standards, transport, and other industries, defined by the Partnership and Cooperation Agreement. An important factor in reforming the legal system of Ukraine should be considered Ukraine's participation in the Council of Europe, which set common standards to this organization and EU.

Stages of the legal adaptation is the implementation of the Partnership and Cooperation Agreement, the conclusion of branch contracts, bringing the current legislation of Ukraine in line with EU standards, the establishment of a mechanism to bring draft legislative acts of Ukraine into line with EU norms.

Any modern state has to act as entity regulation of market economy through such economic functions:

- 1) identification of the main goals and priorities of macroeconomic development, based on the economic situation and prospects of its development;
- 2) development and introduction of legal norms of the market economy;
- 3) realization purposeful influence on the economic activity of business entities through financial leverage;
- 4) control over compliance antitrust laws of protect and enhance competition;
- 5) regulation of foreign economic relations;
- 6) social protection of citizens;

¹ Bukovina University, Chernivtsi, Ukraine

² Bukovina University, Chernivtsi, Ukraine

7) financing of social wants.

The state fulfills its economical functions using various forms and levers of influence on the economy. The main forms of state regulation of the market economy should be highlighted:

- Financial regulation (through fiscal policy);
- Monetary regulation (through regulation of the money supply and interest rates);
- Price regulation (correction of prices of the commodity market);
- Structural regulation (due to changes in branch structure of the economy and, consequently, the structure of supply and demand in the market);
- Social regulation (social protection through state redistribution of income);
- Administrative management (through the use of non-economic methods of influence on economic life).

The modern market economy is self-regulating system, so the most appropriate is economic market methods of government influence. For example, the following is a financial and monetary regulation.

Referring to the classic definition of the basic concepts of financial science, financial mechanism is a set of organizational forms of financial relations: procedure for the formation and use funds of cash; methods of financial planning, financial management forms; financial legislation. It is used to create favorable conditions for economic and social development. According to financial leverage at the macro level, for example, tax rate, exchange rate, financial support of an industry from the side of state.

In order to more deeply and perfect draw near to the same financial levers of the state in which it affects the consumer market, we need to consider the basic rules that apply in the country and provided laws and instructive regulations.

The right of the state to influence the consumer market in Ukraine assigned to the Constitution, as well as indicated in Article 42 «The State ensures the protection of competition in entrepreneurial activity. The abuse of a monopolistic position in the market, the unlawful restriction of competition, and unfair competition, shall not be permitted. The types and limits of monopolies are determined by law. The State protects the rights of consumers, exercises control over the quality and safety of products and of all types of services and work, and promotes the activity of public consumer associations. »

The main document in scope of Consumer Rights Protection is the law of Ukraine Consumer Rights Protection. In addition, there are subordinate legislations that govern each scope of the trade. The main body that realizes state control over observance of the legislation of Ukraine on Consumer Protection is the State Inspection for Consumer of Ukraine. The market continues to receive low quality and counterfeit products, forgery, products that do not comply with requirements of normative documents and are dangerous to use. Legislative base of Ukraine needs improvement, reform of the financial mechanism of measures to protect consumer rights and support of civil society organizations.

In contrast to Ukraine countries with democratic civilized market relations in particular EU countries are persistent and purposeful fight for consumer safety. Civilized dialogue between government, business and consumer established and fixed by law. Thus, in 1973 the Parliamentary Assembly of the Council of Europe adopted a "Charter for the protection of consumers," which defined the main principles of state policy in the protection of consumer rights and discharged responsibilities of power to consumers. Global recognition of the rights of consumers received in UN General Assembly Resolution 1985, which outlined the basic rights of consumers:

- 1) consumer protection from the damage to their health and safety;
 - 2) promoting the economic interests of consumers and the protection of those interests;
 - 3) access of consumers to relevant information necessary for competent choice according to individual needs and requirements;
-

4) consumer education;
5) the existence of effective procedures for handling consumer complaints;
6) freedom to create consumer's and other relevant groups or organizations and the opportunity for these organizations to express your point of view in decisions that affect their interests.

Exactly in «Guidelines for the Consumer Rights Protection» states to ensure and holding national policy in scope of Consumer Rights Protection Government must create the appropriate infrastructure up to the mark. The common idea of the document is the idea of government responsibility and its obligations to consumers. This is a complex problem, whose solution should be combined efforts of the government, public organizations, scientists and consumers. The combination of technical regulation with the Consumer Rights Protection provide an opportunity to consider consumer's interests in the development of standards, regulatory and legislative documents that correspond to international standards. From these positions it is necessary to expertly apply existing state financial leverage to effectively influence the consumer market.

The main legislative act that provides for influence of the state on pricing is the Law of Ukraine "On Prices and Pricing" signed by the President June 21, 2012 in which article 4 is assumed that government price policy is an integral part of government economic and social policy and aims to provide:

- 1) development of the national economy and entrepreneurial business;
- 2) countering the abuse of monopoly (dominant) position in pricing;
- 3) expand the scope of available price;
- 4) balancing market products and improve their quality;
- 5) social guarantees in the event of price increases;
- 6) the necessary economic guarantees for producers;
- 7) orientation domestic prices of goods on the world market prices.

Formulated the main legislative priorities of the state government pricing policy defines the basic principles of pricing and regulates relations arising in the process of formation, establishment and application of prices and of state control (supervision) and monitoring in pricing.

To solve the problem of regulation and the establishment of a competitive market it is important to completely take into account the general economic conditions of the integration period, given the specificity of changes in supply and demand, the nature of the formation expenses, regardless of the nature of business entities.

Given the narrowing the scope of application tools direct impact on the price and quality of consumer goods formed an objective need for the scientific development of mechanism of action budget and monetary regulators indirect effects.

Keywords: integration process, economic function, action budget, influence