

A Real Case On Fraudulent E- Business Strategies - Customers Be Aware

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ABSTRACT

Covid -19 Pandemic has led the consumers to ramp up online shopping, promoted by Social media, Newspapers and Internet. Social media has a significant impact on buying decisions of the consumers. Advantages & disadvantages vary in these online promotions because under the Branded product flag, spurious products are promoted by catchy slogans, phrases. Affected by Covid Pandemic, greater access to information regarding product efficacy via Internet, places like YouTube, Government websites and social media have helped to spread online promotion of food and Health supplements. The products normally often available online, not just from specialist retailers but increasingly from retailers needs some rules and regulations.

Food supplements come in variety of forms, with specific health properties or designed to assist with certain health issues or goals. These products tend to be made predominantly with few ingredients with specific effects such as Joint fuel 360, which is a joint pain supplement aimed to help specific ailment.

In this article the researcher would like to discuss a real case about the purchase of a health supplement affected online based on advertisement.

INTRODUCTION OF THE CASE

Joint Fuel 360 is one of the most popular natural joint pain supplement. It is rapidly going in popularity. According to the official website, the product delivers the following benefits:

1. Alleviate Joint Pain
2. Promote Repair of joints and Connective Tissues
3. Increase Mobility and Flexibility.

[https://india-health-](https://india-health-news.com/jointfuel360/order/?utm_source=taboola&utm_medium=referral&clickid=GiAYnQfNkBUYWBpL2i4VwrYOaOGHJeEvwbbbXlktmRsijiDOzE0ovLvdPpbgxoSJAQ&tblci=GiAYnQfNkBUYWBpL2i4VwrYOaOGHJeEvwbbbXlktmRsijiDOzE0ovLvdPpbgxoSJAQ)

[news.com/jointfuel360/order/?utm_source=taboola&utm_medium=referral&clickid=GiAYnQfNkBUYWBpL2i4VwrYOaOGHJeEvwbbbXlktmRsijiDOzE0ovLvdPpbgxoSJAQ&tblci=GiAYnQfNkBUYWBpL2i4VwrYOaOGHJeEvwbbbXlktmRsijiDOzE0ovLvdPpbgxoSJAQ](https://india-health-news.com/jointfuel360/order/?utm_source=taboola&utm_medium=referral&clickid=GiAYnQfNkBUYWBpL2i4VwrYOaOGHJeEvwbbbXlktmRsijiDOzE0ovLvdPpbgxoSJAQ&tblci=GiAYnQfNkBUYWBpL2i4VwrYOaOGHJeEvwbbbXlktmRsijiDOzE0ovLvdPpbgxoSJAQ)

Based on the above mentioned link, the researcher ordered for Joint fuel 360/ Joint Pain Relief after verifying the composition/ Ingredients as it suited his requirement. He got 2 Bottles delivered by DELHIEVERY SURFACE LABEL JOINT FUEL on cash payment of Rs, 2480/- from **Ayucare Enterprise J.**

BACKGROUND OF THE CASE

As per Food Safety and Standard Authority of India (FSSAI), there are rules to be complied with while promoting any products.

The product purchased by the researcher complied with all the requirement as under though it is bogus / fake.

- The label had the details of manufacturers and Marketing agencies.
- Manufactured by Ayucare Enterprise (BHAYAVADAR)
- Marketed by DHARA Enterprises (Jetpet) Delivery effected under the name Ayucare Enterprise J.

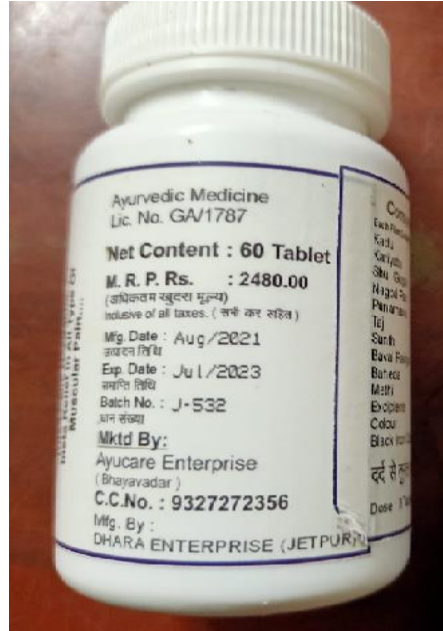
Which is evidenced as per the Photo Shots provided as under



1.1 Name of the Product



1.2 Ingredients /Composition of the Product



1.3. Label of the Manufacture and Marketer with CC Number



1.4 Delivery Envelop from Ayur Enterprises J

The researcher verified the composition / Ingredients of the bottle delivered to him (which was purchased for a cost of Rs. 2480/-) and shocked to notice that **none of the Ingredients matched with the composition advertised in the website for the Joint fuel.**

He is cheated and on the bottle there is a **CC number +919327272356** sold under the address Ahmadabad Gujarat. They are cheating the public and causing havoc to elderly citizens. Actions must be taken by the Government against **fraudulent Seller for promoting Fake health Supplementary.**

FINDINGS:

- **On verification of M/S DHARA ENTERPRISES AND AYUCARE ENTERPRISES** it was found none of them are neither manufacturing nor marketing above said medicine under the name Joint fuel.
- Government alone can render justice by conducting enquiries against these fake products for using bogus labels and wrong medicines which is not at all related to joint fuel 360 composition and save the public.
- Enquires also must be conducted against the media, for misleading the public in advertising products relating to food supplements Health care etc.

CONCLUSION:

When Government of India is taking many steps to promote the Indian System of Medicines, coming forward with so many schemes highlighting Ayurveda, Siddha and Unani forming Advisory Committee, Ministry of Ayush, above malpractices will harm the scenario of the Indian Medicine. Medicines that claims to prevent, treat or cure diseases or health conditions that are not proven and effective for uses, leads to Waste of money and people are cheated, fake medicines via Website promises cure for different medical conditions. Orders passed by word of mouth does harm or good is to be decided by customers. Though Health and food supplements promotion has gained momentum due to Covid -19 scenario, many questions are left unanswered. Since the market is growing every day, selling health supplements on line is more popular than ever, Government guidelines must be strict. The supplement space can be tricky because omitting information or having incorrect information can get the consumers in hot water quickly. It is illegal to make any claim that a supplement will treat a condition or provide medicinal benefits without the evaluation of **Food Safety and Standard Authority of India (FSSAI).**

QUESTIONS:

1. How customers interest is going to be safeguarded from these malpractices by promoters?
2. What action the government can take to curb this E commerce business?