



UNIT VI

CONSUMER PROTECTION



16

CHAPTER

CONSUMERISM

அழக்கொண்ட எல்லாம் அழப்போம் இழப்பினும்
பிற்பயக்கும் நற்பா லவை.

—குறள் 659

COUPLET

All that has been obtained with tears (to the victim) will depart with tears (to himself); but what has been by fair means; though with loss at first, will afterwards yield fruit.



Learning Objectives

To enable the students to understand the

- Exploitation of consumers
- Meaning and definition of consumerism
- Evolution of consumer movements
- Consumer Protection Act, 1986

Chapter Synopsis

- 16.01 Consumer
- 16.02 Consumer Exploitation
- 16.03 Meaning and definition of Consumerism
- 16.04 Importance of Consumerism
- 16.05 Origin, Evolution and Growth of Consumerism
- 16.06 Consumer Protection
- 16.07 Need for Consumer Protection
- 16.08 Consumer Legislation
- 16.09 The Consumer Protection Act, 1986
- 16.10 Caveat Emptor
- 16.11 Caveat Venditor

The nature of society was monoistic and its needs were very limited. Before industrial revolution most of the people lived in rural areas and the farmers produced the substantial portion of the goods consumed by them. Businesses were small and the manufacturers produced only those items which could not be produced in agriculture. As the nation became industrialised and the society becoming pluralistic, the raw materials changed their characters through advanced technology. New products appeared and consumers' dependence of business increased. Consumer dependency and business responsibility are the two sides of a coin. The producer, the consumer and the government are the three constituent elements of business. The consumer is the most exploited constituent in the business world. This lesson explains about the consumer exploitation and consumer protection.

16.01 Consumer

A consumer is one who consumes goods manufactured and sold by others or created (air, water, natural resources) by nature and sold by others. One, who