

# CONSUMER PROTECTION

It refers to

- Protection of consumers from unfair trade practices
- educating consumers about their rights and responsibilities
- promoting speedy and inexpensive redressal of grievances
- creating awareness among the consumers so that they organise themselves in the form of consumer organisations.

## IMPORTANCE OF CONSUMER PROTECTION

- Consumers' point of view
- Consumer Ignorance
- Unorganised Consumers
- Widespread exploitation of consumers
- Business point of view
- Long-term interest of Business
- Business uses society's resources
- Social Responsibility
- Moral Justification
- Government Intervention