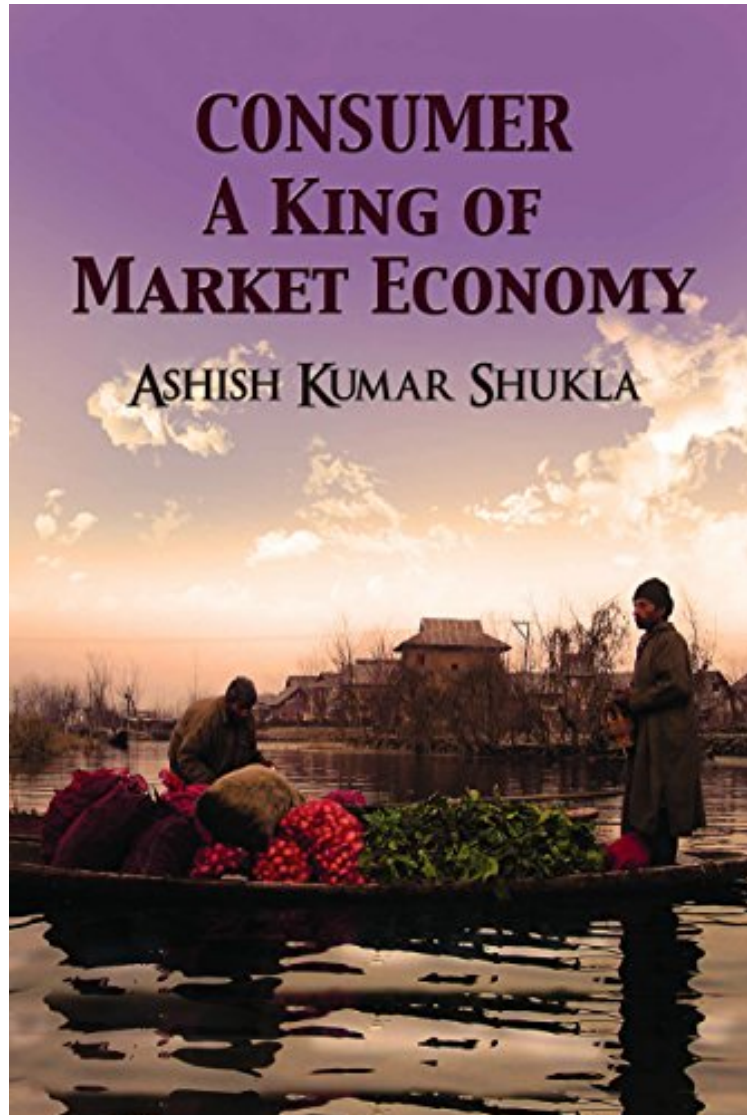


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Consumer: A King of Market Economy

Ashish Kumar Shukla

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Ashish Kumar Shukla : Consumer: A King of Market Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumer: A King of Market Economy:

Human needs are endless. Market is influenced by consumer choice and business activities revolve round consumers. Consumers do not revolve round the market. It was towards the end of 20th Century that more and more goods started coming in the market in closed or sealed packet's, boxes containers etc. the contents of which could not be externally examined and there was likelihood of consumers being deceived and explored by unscrupulous manufacturers and

sellers. Therefore, in order to counter these problems and safeguard interests of consumers, there was need for adequate consumer protection legislation and formation of consumer societies. It is in this background that consumerism emerged as a protective umbrella to provide production to consumers against defect in goods and deficiency in service by the service providers. In this book an attempt has been made to enumerate remedies under various Laws for the purpose of Protection of Consumer's right. Since this is a research work so it is not possible to enumerate all the remedies available to Consumers in Law of Land nevertheless some important Laws are mentioned.