## CONTENTS

Acknowledgements i  
List of Tables v  
List of Figures ix

### CHAPTER - 1 : INTRODUCTION 1-11

1.1 Objectives of the Study 2  
1.2 Hypotheses 3  
1.3 Rationale of the Study 3  
1.4 Research Design 4  
1.5 Survey of Past Research 5  
1.6 Organisation of the Study 8  
1.7 Limitations 8

### CHAPTER-2 THE INDIAN CONSUMER : A CHANGING PROFILE 12-32

2.1 Demographics 12  
2.2 The Consumer Basket 14  
2.3 Classification of Indian Consumer (Based on Economic Status) 16  
2.4 The Middle Class Explosion 18  
2.5 Geographical and Economic Mobility of the Indian Consumer 22  
2.6 Indian Rural Market 22

### CHAPTER-3 : ORIGIN AND DEVELOPMENT OF CONSUMER MOVEMENT 33-59

3.1 Philosophy of Consumer Movement 34  
3.2 Objectives of Consumer Movement 35  
3.3 History of Consumer Movement 37  
3.4 Consumer Movement in India 44  
3.5 Consumer Movement in Orissa 53

### CHAPTER – 4 : CONSUMER RELATED MAJOR GOVERNMENT REGULATIONS 60-99

4.1 Introduction 60  
4.2 Sale of Goods Act, 1930 60  
4.3 The Prevention of Food Adulteration Act, 1954 63  
4.4 The Monopolies and Restrictive Trade Practices Act, 1969 67  
4.5 The Competition Act, 2002 73  
4.6 The Bureau of Indian Standards (BIS) Act, 1986 76
# CHAPTER- 8 : SUMMARY AND CONCLUSIONS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1 Summary</td>
<td>199</td>
</tr>
<tr>
<td>8.2 Major Findings</td>
<td>201</td>
</tr>
<tr>
<td>8.3 Testing of Hypotheses</td>
<td>206</td>
</tr>
<tr>
<td>8.4 Recommendations</td>
<td>210</td>
</tr>
<tr>
<td>8.5 Scope for Further Research</td>
<td>213</td>
</tr>
</tbody>
</table>

**SELECT BIBLIOGRAPHY**

214-224

**APPENDICES**