ABSTRACT

The objective of this research is to apprehend the awareness of ‘The Consumer Protection Act’ and its operative execution to uphold the rights of the consumer. Every human being is a ‘Consumer’. The consumer influences and in turn is wedged by every economic decision whether taken by an individual or a group of people. The consumer is evocative in every section of society with no distinction of class, caste, sex, profession, business or service. Consumer protection has turn out to be the topic of debate at all levels. The motive behind this has been the lack of awareness of consumers and the misconducts of business world. In order to maximize profits, many businessmen exploit consumers by furnishing poor quality goods at higher prices. They adopt unfair trade practices such as adulteration, boarding, black-marketing, etc. As a result consumers do not get value for their money. Big business houses use their power for sequestered gain and to the detriment of consumers. Consumers are unprotected to physical, environmental and other hazards. They need to be secured from spurious, duplicate and adulterated products, pollution of air, water and noise, and misleading advertising. Consumer protection, however, is only possible if two steps are taken. First is to frame rules, legislations and set up machinery like courts to reassure that laws are implemented in their true spirits. Second is to make the stakeholders aware of such laws so that they might defend themselves when required. Keeping these two steps in mind, this study has been undertaken. It covers the evaluation of who are consumers and the different provisions of the Consumer Protection Act and assesses the level of awareness of consumers in Vasai Taluka.