ABSTRACT

Consumers play a vital role in the economic system of a nation because in the absence of effective demand that emanates from them, the economy virtually collapses. Mahatma Gandhi said, "A consumer is the most important visitor on our premises. He is not dependent on us, we are on him. He is not an interruption to our work; he is the purpose of it. We are not doing a favour to a consumer by giving him an opportunity. He is doing us a favour by giving us opportunity to serve him. But, of late, unfortunately cheating by way of overcharging, black marketing, misleading advertisements, etc has become the common practice of greedy sellers and manufacturers to make unreasonable profits.

In India, the pattern became visible recently. Consumerism is now deep-rooted and not confined to the middle class. The planning commission has reported that incomes have gone up and the once-eminently position of food in the hierarchy of priorities is giving place to non-food consumer goods.

Important Acts analyzed in this study are MRTP Act, Industries Development and Regulation Act, Essential Commodities Act, Prevention of Food Adulteration Act, Prevention of Black marketing and maintenance of supplies of Essential Commodities Act, Trade Marks and Merchandise Marks Act, Indian sale of Goods Act, Standard Weights and Measures Act, Imports and Exports control Act, Agricultural Products Grading and Marketing Act, etc. has been used in this study in order to support the consumer protection measures Act 1986.