



A Study on Factors Influencing the Members for Utilization of Consumer Protection Councils with Special Reference to Erode District of Tamil Nadu

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Abstract

India is a country where 78.4% of the population resides in more than 6,40,867 villages. Apart from that there are people of different religions with different customs, traditions and languages. But there is a wide disparity between the levels of income of the people and their life style. In this situation it needs much effort to practice consumerism in India. Consumers in urban areas are in a better position, where as rural people are not even aware of their rights and other benefits extended to them. In fact, laws to control and punish business establishments indulging in adulteration and short weighting have existed in India since 400 B.C.

The present study of consumer protection council is a modest but an earnest attempt in this direction. Members of consumer protection council have been chosen for this study particularly, because they play an active and important role in consumer protection