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Consumerism

By V. Seshadri

Mittal Publications, New Delhi, 2006. N.A. Book Condition: New. xvii+218pp Consumerism is regarded as a movement by consumers and consumer organizations intended to ensure fair and ethical practices by producers and marketing intermediaries for the whole body of consumers. The success of a consumer movement depends not only on the ability of consumer organizations to curb the unfair trade practices and prevent the sellers from exploiting the buyers' ignorance but also on the behaviour of the consumers themselves. It calls for a high degree of awareness on the part of the consumers about their various rights including product quality, information and safety. This book contains a detailed study of the degree of awareness of consumers of their rights as consumers and legal remedies open to them, against unfair practices, the role of consumers as purchasers and users of goods and services more particularly of commonly used household durable home appliances and also their views about the various aspects of consumerism. The study was confined to the consumers of different economic statuses, educational qualifications and occupations in Chennai city. Besides presenting a comprehensive theoretical framework of consumer behaviour, the book has brought out the different phases of consumerism and traced the...



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