



















































































































































---

## 9.8 SOME USEFUL BOOKS AND REFERENCES

---

- 1) Encyclopedia of Social Science.
- 2) Encyclopedia Britannica.
- 3) Uniform Commercial Code (official text) 1962, 2-318.
- 4) Restatement of Torts (2<sup>nd</sup>) 1986, para 4Q2A.
- 5) Tsuneo Matsumoto, “Consumer Protection in Asian Countries” in Naoyuki Sakumoto, Masayuki Kobayashi and Shinya Imaizumi (Ids.) Law, development socio-economic changes in Asia, Series No. 3,53-79(2003).
- 6) Dr. N.K. Indravan “Control of Poverty through prices regulation Laws, 3IJS 10 (1978).
- 7) Philip Kotler, *Principles of Marketing*, p.712.

---

## 9.9 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

---

### Check Your Progress 1

- 1) The consumer movement, which commenced in pre-thirties, as the outcome of rising prices, un ethical drug scandals and other related factors. Upton Sinclair in his book — “The Jungle” exposed shockingly insanitary conditions in the Chicago Meat Packing Plant, quack cures of tuberculosis and cancer led to drug scandals. These factors contributed to consumer awareness.”
- 2) The first phase of consumer movement began with protests and investigations. Two landmark laws namely Food and Drug Act and Meat Inspection Act— were enacted towards protecting the interests of consumers. Many consumers became vaguely conscious of the increasing complexity of the economic system and high prices of many articles. As Industry and commerce have developed during the 20<sup>th</sup> century, pressure on consumer have adversely affected the balance of power between buyer and seller.

The second phase of American Consumer movement was induced by factors like Great Depression and the Housewives’ strike. A tragic case of cosmetic use which led to blindness made the American Consumers more conscious of their rights. This phase provided a sort of ideological background to the consumer movement. A flood of protest literature hit the markets.

The third phase of consumer movement began in 1960. It was less economic and more social in its orientation, it showed less concern for getting your money’s worth and paid more attention to legislation aimed at correcting the imbalance of power between the buyers and sellers.

### Check Your Progress 2

- 1) Consumer movement in England began in a real sense only after the Second World War. The British National Standard Institute. Played a significant role in arousing interest of the consumers in 1925. Many consumer

magazines and shoppers' guides were published to educate the consumers. Consumer Associations came into existence to expose undesirable as well as defective products.

### **Check Your Progress 3**

- 1) The consumer movement in Japan is largely made up of women. 500 housewives groups, for example, comprise the biggest organisation called 'Shufuren'. Its quarterly magazine keeps the members informed of policy decisions. It also shows the list of manufacturers black listed. 'Shufuren' is active in product testing as well as in boycotts. The organisation lays stress on organized activity. It is working well with its co-ordinated efforts in many fronts.

### **Check Your Progress 4**

- 1) Credit for starting consumer movement in the Third World goes to C.I. (formerly known as IOCU) which by 1964 decided to broaden its vision beyond consumers in the West. Asia, Latin America and the Caribbean were the first among Third World regions to invite its attention. Remarkably in 10 years it encouraged organisations to come up in India, Iran, South Korea, Malaysia, Pakistan and Singapore. C.I. set up a Regional Office for Asia and Pacific in 1974. Things moved a little slow in Latin America and the Caribbean. The regional office was set up in 1987 in Monte Video, Uruguay. In the meantime, C.I. spread its wings to Africa. Through several conferences in different parts of Africa, a congenial environment was created for starting several consumer organisations.

