

### Consumer protection

The consumer is protected by any kind of exploitation at the hands of the producer/manufacturer

### Reasons for consumer protection

The consumer is innocent

Big companies may misstate facts to the consumer to sell their products

The consumer does not have the power to fight for his/her rights

### Methods of safeguarding the consumer

Consumer laws

Consumer organizations

Codes of practice

Labels

Industry supported organizations

### Consumer laws

Consumer laws are passes which make sure the consumer is made aware of:

Weights of the product

Description

The quality of the product

Price of products

### Consumer organisations

The consumers form their own organizations to safeguard the interest and rights of the consumers

Codes of practice

Codes of practice is a kind of ethical rules which the businesses decide to follow which conducting their business activities

### Labels

There are different kinds of labels on products which show that products have fulfilled the requirement of a certain authority or body

The requirement may be:

Minimum damage to natural resources

Industry supported organizations

These organizations are supported by the manufacturer or the manufacturers

These organizations aim to resolve any problem faced by the consumer

The consumers can lodge their complaints to these organizations

