

The Ethical Corporation
Prof. Chhanda Chakraborti
Department of Humanities and Social Sciences
Indian Institute of Technology, Kharagpur

Lecture - 32
Ethics of Consumer Protection

Welcome back, we are at the 7th week and lecture 32, our topic is still consumer ethics and we have already covered some ground at introduced to you consumer rights. Today we are going to talk about the Ethics of Consumer Protection. We have established that consumer protection is required.

(Refer Slide Time: 00:48)



Now, we will talk about the duty who basically we think has the duty of consumer protection I am I said I am going to introduce you to the consumer protection law of India. So, we will do that today and then also to provide you the contrast in case there are no regulations from government and that is the contention of free market theory, we will talk about that position also and we will show you arguments in it is favor and against and then we will talk about important three theories of consumer protection. So, this is on our plate for this lecture.

(Refer Slide Time: 01:33)

Consumer protection: Whose duty?

- A collective duty.

- 1.. **Duty of Business:** The moral responsibility of business , because : **Ethically:**
 - (a) Business needs to satisfy consumers for long-term survival (Consequentialist)
 - (b) Informational asymmetry: business knows more about its product / services, and hence has the moral responsibility to protect others. (Non-consequentialist)
 - (c) Consumers have **RIGHTS**, which a business must respect (Non-consequentialist)
2. Also, **the duty of Government as regulatory body:** Through supportive Laws, policies, and punitive measures.

Ethically: Government is there to protect public interest and public welfare: Protection from unfair, fraudulent, deceptive practices by businesses: Care-based responsibility, ethical duty of the government to protect the rights of the consumers
3. **Duty of the Consumers:** Better consumer awareness, collect information about the product /services, vigilance for self-protection. ✕

JAGO GRAHAK JAGO

First of all the duty of consumer protection, whose duty is it. So, in my submission to this is that it is a collective duty. It is a collective duty where there are multiple agents for example, if the very first thing is to say that it is the duty of the business. In fact, it is a moral responsibility of business because ethically you can get consequentialist as well as non consequentialist hence is here, one is that business needs the customers.

That is a consequence and if the customers are not satisfied business is not going to survive in the long term that is a consequentialist answer there is also informational asymmetry. Because business knows more about the product or the services that is an important point and therefore, because business knows more about it, it has the moral responsibility to protect the others specifically the consumers that is a non consequentialist answer.

Then we have seen that consumers have rights important rights. If the consumers have a right the duty of business is to respect those rights not to violate those rights that is a non consequentialist answer. Supposed and foremost we will say business is responsible for this duty, then there the duty is also that of the government. Because government is elected to protect peoples interest, they are supposed to represent public interest in public well being.

So, protection from unfair, fraudulent and harmful business practices is a responsibility that the government has, it is a care based, it is justice based, a duty based responsibility

finally, there is also a part of the consumers play in this the consumers also have a duty to protect themselves. They can shield themselves with more awareness, more information, more carefulness and so on. We will talk about this point the very last, but today we are going to start you out with the first the duty of the government and we will see what in our India what the government has done and then we will start on this topic as well today.

(Refer Slide Time: 04:21)

India: Role of Government in Consumer Protection

- Consumer Protection Act (COPRA) 1986, was implemented. Amended in 2002. Further amendments proposed in Consumer Protection Bill 2019 (passed on July 30, 2019).
- Aims: (a) To better protect consumer interest from unscrupulous business practices, and (b) to establish consumer councils for speedy and inexpensive redressal of consumer disputes, grievances, and also (c) for compensation for harm.
- Complaints may be about defects in the goods, or deficiency in services: Covers both manufacturing and services sector.
- In 1996, Supreme Court decision in *Inan Medical Association v VP Shantha* case highlighted medical service within the ambit of COPRA 1986: Paying patients are consumers

The slide features a yellow background with a blue and orange border. A video inset in the bottom right corner shows a woman with glasses and a colorful sari. The slide also includes a navigation bar at the top and a taskbar at the bottom with various application icons.

Now, this is a law. So, Consumer Protection Act a COPRA 1986, I am I have said about this law earlier also this was amended earlier in 2002, but as I told you in 2019 only a few days ago it has been the 2019 version of this consumer protection law has been passed in the parliament. I will tell you what is new in this new amendment, but first of all what is the aim or aims of this law?

One first of all to extend better protection to the consumers. Second to establish consumer councils for speedy and inexpensive redressal of consumer dispute. This is because if you take the consumer cases to the regular court which are already overburdened with other kind of court cases. So, the idea was to give a fast track alternative legal access for settling the consumer disputes and that is why we have the consumer courts and other things and then also to meet out compensation for harm imposed on the consumers.

The law clearly covers both goods and services manufacturing and services sector because it specifically talks about defects in the goods or deficiency in the services. In fact, the landmark case that settled that, that was in 1996 and a Supreme Court decided in that medical service is also within the ambit of this consumer protection law. Because patients are paying patients they are also suddenly consumers. So, both manufacturing sector as well as service sector are under this law.

(Refer Slide Time: 06:30)

Consumer Protection Act, India

- Mentions Six consumer rights:

1. **Right to safety:** Protection against goods and services that are **hazardous to life and property**. Specially applicable to medicines, food product, cars.
2. **Right to Information:** Consumers need to **be informed** about the quality and quantity of the goods, the price, or any other relevant information, e.g. usage.
3. **Right to choose:** Consumers have a **right to choose** from various products at a competitive price.
4. **Right to seek redressal:** When a consumers feels cheated or misled, there has to be a place to **lodge the complaint**. Consumer Court
5. **Right to be heard:** Consumer has a **right to get due recognition and patient hearing** of the complaint or concern in the redressal forums,.
6. **Right to consumer education:** Consumers have a right to be educated about their rights and the product or service information.

The UN Right to basic needs and Right to healthy environment: **Not on the list**

The law specifically refers to six consumer rights, you may recall that the consumer rights upheld by United Nations were 8, but the COPRA in India it refers to six consumer rights. Right to safety, right to information, right to choose, right to seek redressal, right to be heard and right to consumer education. The United Nations right to basic needs and right to healthy environment they are not on this list.

(Refer Slide Time: 07:06)

Consumer Protection Law, India

Consumer Protection Bill, 2019:

- Central Consumer Protection Authority (CCPA)
- Consumer Disputes Redressal Commissions (CDRCs)

Other relevant laws:

- Prevention of Food Adulteration Act 1954
- The Railway Claims Tribunal Act 1987
- The Essential Commodities Act 1955
- Household Electrical Appliances Order 1976
- Weight and Measures Act 1985, etc.

• Also, a **Ministry of Consumer Affairs**

• 3 tier redressal system:

- District
- State and
- National

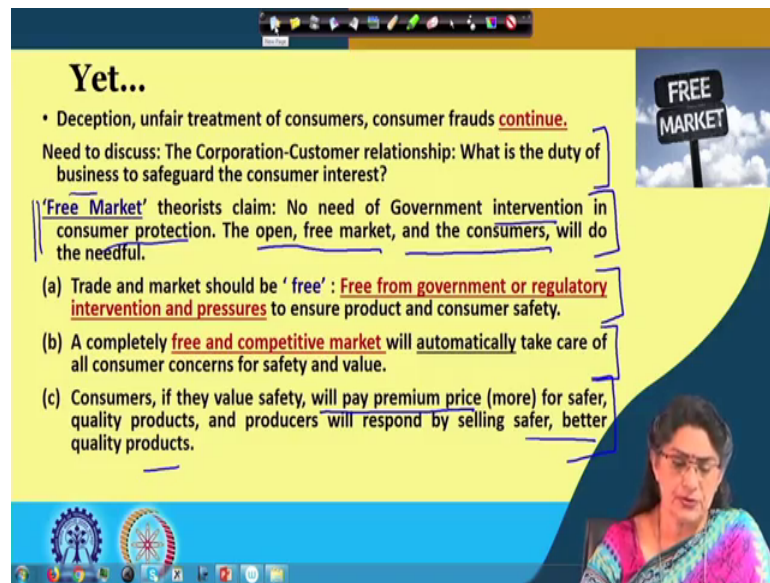
Consumer Councils, Forums
Consumer Court

swayam

Now, the new newly passed consumer protection bill which is soon going to be enacted is talks about two more regulatory bodies one is central consumer protection authority and the other one is consumer disputes redressal commission. So, these are empowered bodies to specifically look into consumer grievances and to extend help on the consumer related protection.

There of course, there are many other relevant laws as is often is but this is our main consumer related consumer protection related law. We do have a Ministry of Consumer Affairs just as we have Ministry of Corporate Affairs there is a Ministry of Consumer Affairs too and there is a three tier redressal system the consumer courts, consumer forums, but after this has come to be probably the sector is going to be again reorganized.

(Refer Slide Time: 08:14)



Yet...

- Deception, unfair treatment of consumers, consumer frauds continue.

Need to discuss: The Corporation-Customer relationship: What is the duty of business to safeguard the consumer interest?

'Free Market' theorists claim: No need of Government intervention in consumer protection. The open, free market, and the consumers, will do the needful.

- (a) Trade and market should be 'free': Free from government or regulatory intervention and pressures to ensure product and consumer safety.
- (b) A completely free and competitive market will automatically take care of all consumer concerns for safety and value.
- (c) Consumers, if they value safety, will pay premium price (more) for safer, quality products, and producers will respond by selling safer, better quality products.

So, as far as the government is concerned they have tried to extend legal help in terms of law, in terms of policies, in terms of punishments and in terms of grievance redressal system mechanism for addressing consumer disputes and for rewarding or awarding compensation for the harm. So, this is there in our country yet we know that consumer issues still continue.

So, we still have room to discuss about the duty of consumer protection and what exactly is the role of business there? We are going to go there in and try to answer this question more fully, but first of all let us pay some attention to this position called free market. Free market theorists believe that there is no need for any government intervention for consumer protection no law, no regulations, no government pressure, though if you leave the market free and open and let the consumers be choose as they want automatically they said the consumer protection related needs will be met by the market.

So, left to itself, the market will take care of the consumer protection this is what is proposed by the free market theorists. What are some of the basic points? Here one the freeness or freedom of the market free market means free from government or regulatory pressure or intervention. So, there is no over supervision or oversight by governmental bodies. Second that the market is completely free and competitive and they say that it will automatically take care of all the consumer concerns.

For example, if the consumers they think that if the consumers really value safety or quality in a product, then they will be ready to pay premium price for that that is more price and the producers will respond by selling safer and better quality products. So, if their consumers demanded then the market will rise to respond to that need.

(Refer Slide Time: 10:58)

Now, these are the characteristics of a free market the concept is like this, the first of all market is regular unregulated. So, there is no clause for who can enter the market and what happens in the market the market is just unregulated. So, sellers and buyers they are the ones who actually operate in the market.

Second it assumes that both buyer and seller both will have full and perfect information about the product or the service that is being bought. They also assume that all goods in the market will be exactly similar, it is a true competition that there will be no external or social cost that buyers and sellers both are going to be rational, utility maximizers, they understand how their self interest can be maximized and they will rationally follow a path towards that direction this is an assumption.

It also assumes that there are numerous buyers and sellers in the market number of them. So, with that kind of a free market they say that, there is no need for government intervention at all. In fact, government intervention means necessarily the market will lose its efficiency, it will be distorted; there will be Bureaucracy, there will be delays, there will be regulatory pressure and controls it is only going to halt the easy flow in the

market. If you take all regulations out, they claim what will surface is the true competition the businesses will try to compete with each other to grab the customer.

If the customer show preferences for say environmentally friendly products or for safe products and they are ready to shell out some extra money for that, then automatically they claim the market will ensure to provide. And if the consumers are not bothered they do not want to pay anything extra for the safety or they do not want safe products then why impose the laws? So, either way they say there is no need for government to come in between the buyer and the seller. So, only the market you leave it market will decide how to take care of the consumer protection.

(Refer Slide Time: 13:39)



Arguments against Free Market idea

- None of the characteristics of "free market" actually is true about real markets: No market is purely free in this sense. It is a **myth**.
- It claims as if consumers will be the **beneficiaries** in a free market, where corporations will vie with each other to satisfy what the customer wants. But, that need **not be the case**. For, a market can be manipulated. Prices can be fixed **artificially**. **Businesses will thrive, consumers will suffer**.
- Without regulations, the corporations' interest is to seek out a monopoly. Corporations are notoriously anti-competition. **Consumer will suffer**.
- Buyers and sellers are not actually rational utility **maximizers**. But buyers are often irrational, impulsive. Sellers are **often driven by aggressive desires**.
- Free market wrongly assumes buyer and seller have the same and full access to information about the product : **Incorrect**. The seller always knows more about the product /service. **Inequitable, information asymmetry**.
- So, there is need for **Government interventions to regulate the market to protect the consumer**.

The slide also features a small image of a 'FREE MARKET' sign with a large red 'X' over it, and a video inset of a woman in the bottom right corner.

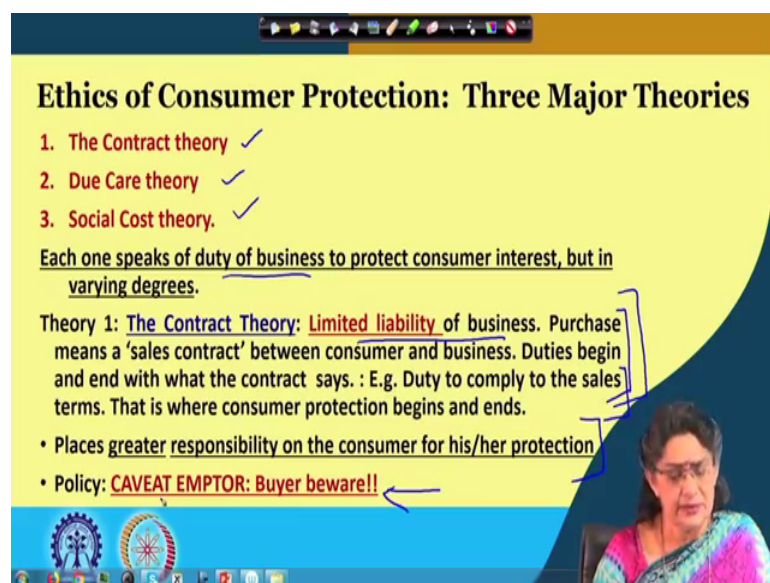
This is of course, rather strong position and a radical position, and it has been very mentally criticized objected against by other groups of people. The capitalists are in general in the in favor of the free market the socialists are not, but let us hear them out. So, people who object to the free market directly they say that there is no free market it is a pure myth because the characteristics that have been mentioned they do not exist in any of the market. Markets are not perfect markets are not free in that sense.

It is being claimed that if the market is left free consumers will be the beneficiaries, but that need not be the case because a market can be manipulated by the businesses. The prices for example, can be fixed artificially if that happens the businesses will thrive, but consumers will suffer all because there is no regulation to protect the consumer interest.

The businesses are the critics say are not really competitive they in fact, they abhor they do not like competition what the like is slowly grow into a monopoly which is anti competitive. So, left to themselves the corporations will try to rather become bigger and bigger and monopolize the sector ultimate sufferer will be the consumer. Similarly they point out that it is not true that buyers and sellers are rational utility maximizers they are not. Buyers are often impulsive or irrational and the sellers are often driven by aggressive desires to make profit.

Similarly the free market also wrongly assumes that information about the product of the service exists equally in both sides which is false. We have earlier it also talked about the informational asymmetry who has more information about the product or the service? The seller or the provider. So, the upshot of this kind of criticisms is that there has to be government regulations otherwise the consumers interest will suffer the most.

(Refer Slide Time: 16:12)



Ethics of Consumer Protection: Three Major Theories

1. The Contract theory ✓
2. Due Care theory ✓
3. Social Cost theory. ✓

Each one speaks of duty of business to protect consumer interest, but in varying degrees.

Theory 1: **The Contract Theory:** Limited liability of business. Purchase means a 'sales contract' between consumer and business. Duties begin and end with what the contract says. : E.g. Duty to comply to the sales terms. That is where consumer protection begins and ends.

- Places greater responsibility on the consumer for his/her protection
- Policy: **CAVEAT EMPTOR: Buyer beware!!** ←

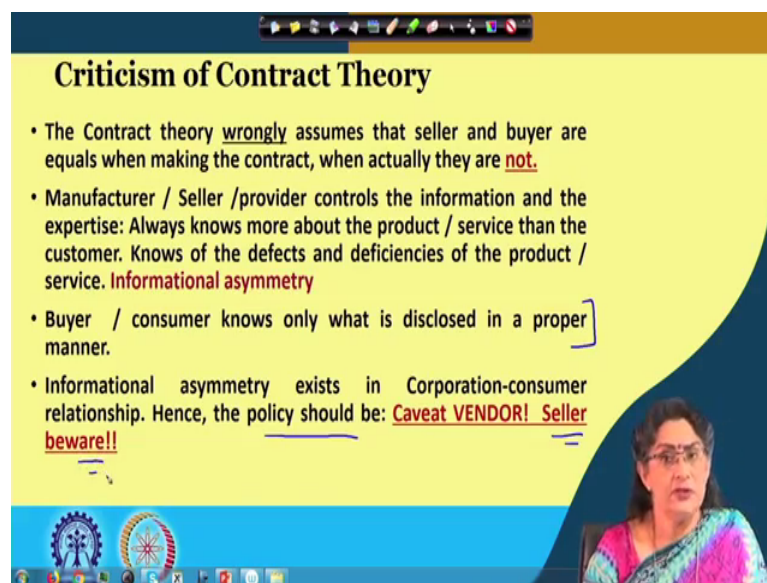
The slide features a video inset of a woman in the bottom right corner and a navigation bar at the top. The background is yellow with a blue gradient on the right side.

Now, comes the three major theories where the need for consumer protection we have tried to establish, now we have also indicated that in this there is duty of business, business is a role to play. If a harm is imposed on the consumer business does play a role. So, there is liability legal and moral. Now these three theories that I have mentioned here contract theory, due care theory and the social cost theory each one speaks of the duty of business, but in varying degree they award liability.

For instance the very first theory contract theory it is a limited liability, it says that the business has only limited liability towards consumer protection. Why because they believe in the sales contract the sales contract decides what is the responsibility of the seller and it ends also with the sales contract. So, typically they will say that the liability is more on the consumer site the protection of consumer is primarily the responsibility of a consumer business does play a role, but only as much as the sales contract say.

So, it is warranty if you take a look that up to 2 years after that there is no liability etcetera. So, there is a policy here is buyer beware the Latin for that is caveat emptor. When you are purchasing something before you purchase and before the sells contract is signed, be aware take a look at everything if necessary you try to see it from various angles decide to purchase once the purchase is made responsibilities with the consumer.

(Refer Slide Time: 18:24)



Criticism of Contract Theory

- The Contract theory wrongly assumes that seller and buyer are equals when making the contract, when actually they are not.
- Manufacturer / Seller /provider controls the information and the expertise: Always knows more about the product / service than the customer. Knows of the defects and deficiencies of the product / service. Informational asymmetry
- Buyer / consumer knows only what is disclosed in a proper manner.
- Informational asymmetry exists in Corporation-consumer relationship. Hence, the policy should be: Caveat VENDOR! Seller beware!!

So, this theory has been criticized because it wrongly assumes that both sides the seller as well as the consumer are equals when the purchase is being made. But informational asymmetry is one of the very ground on which we can reject that we can say that they are not equals. Typically the product information is controlled and also in the position of the seller the manufacturer. What does the consumer know?

Basically as much as the is told disclosed therefore, contract theory which talks about limited liability of business is not tenable and people say the policy should be caveat vendor seller should be more vigilant, the liability lies with the seller.

(Refer Slide Time: 19:32)

Theory 2. Due Care Theory

Duty of business; To exercise due care for the consumers in every stage: Design, production, delivery, usage.

Care: To take the onus to think on behalf of the consumer, take extra protection for consumer safety and well-being.

Due care: As the customer deserves. 'Reasonable' amount of care under the circumstances, the care that a reasonable person would exercise under the circumstances looking out for safety of others

Due care: Standard for determining legal responsibility. Also for moral responsibility. In Legal decisions: Negligence: Absence of due care.

- Policy: Caveat VENDOR! Seller beware!! // *
- Liability: More on manufacturer /seller / provider than on the consumer. Pushes them to avoid negligence.

So, along these lines we have the next theory Due Care theory which speaks about a greater liability of business what is the duty of business? Not just to stay confined with the purchase agreement, but to show exercise due care for the consumer protect where do you show this? From the design of the product or service, from the production delivery usage. So, customer care you know total what does due care mean? Well care means to make other persons trouble yours.

So, here the care means to think on behalf of the consumer to take some extra protection for consumer safety and for consumer well being. Due in due care stands for as the customer deserves it is the care that the customer deserves. So, there is customer dignity, there is customer right and acknowledgement of that. How much is due care? Regarding that we get the answer that it is the reasonable amount of care under the circumstances.

So, given this circumstance it is what a reasonable person should expect to exercise. For example, if you are standing on a 13th floor or 14th floor 20th floor balcony and you are in an open balcony with a cricket ball in your hand what would be due care in that circumstance? Not to drop the ball. Because you are standing on a great height with a cricket ball which is hard ball in your hand. Due care here means to exercise caution so, that the ball does not drop.

Because when dropped from that great height it can actually seriously harm a person, if it drops on a car it can seriously damage that object and so on. So, that is due care there is a

circumstantial consideration here that you need to think in the context. This is the due care is usually used in settling legal cases these days for consumer protection and also for moral responsibility.

In fact, in legal decision often it is says that absence of due care is equivalent to negligence absence of due care is equivalent to almost negligence. So, the policy as I said in due care is this that the more liability is on business to avoid negligence of all kind and probably for that one has to go extra mile to take care of the consumer a safety or consumer concern, a policy here is as I mentioned earlier caveat vendor.

(Refer Slide Time: 22:57)

Due Care Theory

- The business / corporation should not think the sales contract as the last word, but also must exhibit concern for the best interest of the consumer: Customercare, after-sales care: Design, process, label, usage.
- **McDonalds Vs Liebeck case, 1994:** Stella Liebeck, 79, spilled hot coffee, bought from McDonalds, over her pelvic region and sustained 3rd degree burns. Coffee temperature was 82-88 deg Celsius, and no label, no warning. She was finally awarded US\$640,000 as compensatory damages.
- **Voluntary recalls by sellers / corporations on anticipated harm** to the customers: Government issued request to return a batch of defective products. To avoid lawsuits and possible damage to consumers.
- Toyota recalled 2010 Prius and 2010 Lexus, Samsung recall of 1.9 Million Note 7 cell phones . Children's toys (Mattel India).
- Remember: **Johnson and Johnson Case.** The demand is: If the company knew about the asbestos link to its talcum powder, it should have at least warned its customers in the first place.

Product Recall

Galaxy Note7

The slide includes a video inset of a woman speaking in the bottom right corner. The background features a blue and yellow gradient with a gear icon and a circular logo at the bottom left.

So, as said before the difference here with contract theory is that, a corporation did not think that the duty ends with only fulfilling the clauses and the conditions in the sells contract, but it must exhibit some extra concern for consumers. So, customer care after sales care what extra little thing you can do in all of these aspects. Let me mention a very well known case this is McDonalds versus lie beck case 1994 where an elderly lady spilled hot coffee bought from McDonalds over her pelvic region and sustained serious 3rd degree burns the coffee temperature was kept very high.

Because usually people carry the coffee and they drive long distance while sipping the coffee. So, that it the coffee stays hot for quite long time that is why the temperature was set quite high, but there was no label no warning on the cup. Of course, the elderly lady spilled it as accident, but she was awarded compensation for the damage imposed on her.

The court ordered the company to pay the damages to the elderly lady because they said due care was not shown the cup was handed over to her without any warning or any label that said that it contains extremely hot liquid be careful.

This is an extreme case but still you understand that due care theory is powerful and you often is used for consumer protection. So, voluntary recalls by sellers you will see these days almost a routinely on anticipated harm. Harm that has not happened, but you think it might cause consumer some harm. This was actual harm sometimes unfortunately we have seen that cars explode or the engine does not behave we also had you know phones whose battery exploded those are very unfortunate cases.

But sometimes on anticipated harm that you think that it might cause on that people businesses recall their products to show due care, they do not want the harm to go to the consumers rather they own it up. In fact, Government of India advises that the entire batch of defective product should be recalled not just one or two, but batches to avoid lawsuits and also possible damage to the consumers.

So, we know about automobiles sector we also have seen children's toys sector because that those toys had contained lead based paint which is harmful for children. So, recall those are examples of due care these days and if I may remind you about the Johnson and Johnson and asbestos case, the whole issue is that if the company knew and still did not warn it is customers long standing customers it did not show due care. This was one of the objections from the people who brought the law legal suit.

(Refer Slide Time: 26:40)

Criticisms against Due Care theory

- Due care or reasonable care appears to be a limitless concept for a business to exercise. How do you measure to determine whether 'due care' has been exercised by a corporation?
- Absence of due care is not necessarily wilful negligence. For, not all risks or defects with a product or service are foreseeable. Manufacturers are not omniscient. In such cases, these are unfortunate accidents.
- Why assume the consumers as incapable of making careful choices? Why treat them as if they are children whose interest must be taken care of by the others?
- Condone carelessness in customers

The theory is not controversy free of course, that is because; obviously, businesses have raised these objections that, you know what do you mean by due care it seems like a limitless concept. I mean no matter what I do you can still say I have not shown due care how do you measure due care. So, there is some unclarity about that. So, they use that to object against the theory and it has been also argued that absence of due care is not necessarily the same as wilful negligence.

Because some of the risk some of the defects for from the use of product or service are cannot be foreseen, they are not always foreseeable and manufacturers are certainly not omniscient they do not know everything. So, in such cases these are unfortunate accidents for which the manufacturer for the seller should not be blamed as absence of due care. Other point here is that why are you treating the consumers as children? They do not need patronization they are perfectly capable of making careful choices.

So, why are we trying to ask the business to become parental figures for consumers and look after the consumer safety, even when the consumers are careless business has to look into their safety. So, these are some of the; some of the points against the theory.

(Refer Slide Time: 28:18)

Social Cost Theory

- Business is **strictly liable** for any **social cost (large scale / extent)** ensuing from its business activities: For any product defect, or deficiency **even when due care exercised**.

Social cost: Suffering at the societal level due to commercial products and services

- Example: Smoking , direct health problems, passive smokers' problems
- Example: Industry Pollution: OIL SPILLS over a large area, a bay, or a coast
- Example: Privacy invasion: Over-disclosure of personal info. Cambridge Analytica and Facebook data scandal case. Facebook is looking at a record US\$ 5 Billion fine.

A manufacturer or corporation should anticipate the risks / harmful effects arising out of product or service.

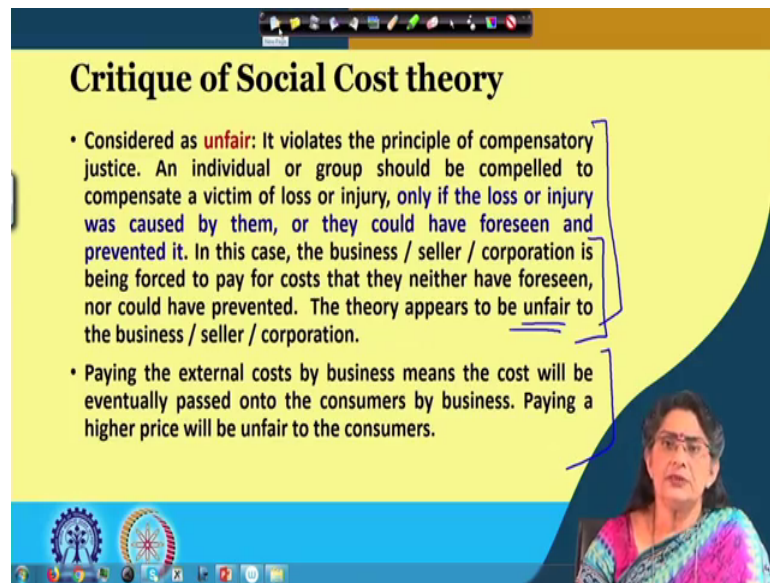
- Understood in law as : **STRICT LIABILITY doctrine**. External costs must be borne by the business. **Liabie for even those risks that could not have been foreseen, or eliminated.**
- **Strongest form of Caveat vendor! The seller, beware!!!!**

The third theory is even more extreme which is social cost theory, which puts strict liability on business for any social cost; whether it is large scale or large extent of damage. So, business is strictly liable for any kind of social cost product defect, deficiency in service what does social cost mean? I have tried to give you some idea in my earlier lectures but think about smoking. There are direct health problems indirect health problems and there is a very large health related expenditure.

I am talking about a lung cancer emphysema you know some of the consequences of long habits of smoking which is social cost, it is a suffering plus expenses as oil spilled for example, it affects a very large area and very different kind of communities are affected, livelihoods are affected and also flora and fauna. So, these are examples of social cost.

When that happens the social cost theory says business has to own up and pay the damages. So, see this is in law it is known as strict liability doctrine that all external costs must be borne by the business. Even those risks which the business has not seen coming those risk which could not have been foreseen or eliminated even for those. So, this is the strongest form of caveat vendor if it is the seller who has to be now careful.

(Refer Slide Time: 30:11)



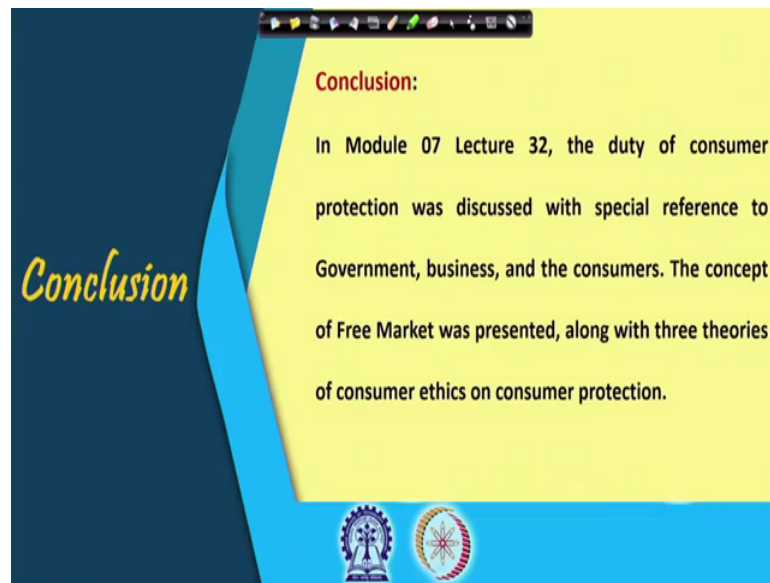
Critique of Social Cost theory

- Considered as **unfair**: It violates the principle of compensatory justice. An individual or group should be compelled to compensate a victim of loss or injury, only if the loss or injury was caused by them, or they could have foreseen and prevented it. In this case, the business / seller / corporation is being forced to pay for costs that they neither have foreseen, nor could have prevented. The theory appears to be unfair to the business / seller / corporation.
- Paying the external costs by business means the cost will be eventually passed onto the consumers by business. Paying a higher price will be unfair to the consumers.

This theory of course, is quite strong and as you can imagine there are been criticisms against it. It has been called for example, very unfair because it violates the principle of compensatory justice; people have said that if somebody has caused damage knowingly, which they could have prevented, which they could have foreseen then we understand. But in this case the corporation is being forced to pay to pay the damages for risks or defects that they could not have foreseen earlier, they could not have prevented.

So, it is it seems rather unfair to unheavily bias towards the consumers, it is not a fair theory. And also they have pointed out that you know if you make the business pay the extra cost all the time for any social cost, eventually business will pass that cost to the consumers. So, in this case the consumers will still suffer and that the theory is not going to do much of a service to consumer interest protection.

(Refer Slide Time: 31:35)



So, we come to this end of this discussion today, we have talked about very these three theories and you are going to ask me then what is the conclusion here? The conclusion is that the all three theories actually apply, but the due care has taken the center stage more or less because it is a one of the moderate positions in the in among these two extremes of limited liability and strongest liability due care walks the middle path. So, with that I am going to end my lecture here today and next lecture we will specifically talk about other related consumer ethics matters.

Thank you very much.