

**TITLE 4: ECONOMIC RESOURCES**  
**DIVISION 5: BUSINESS REGULATION**

**§ 5102. Consumer Protection: Findings and Purpose.**

(a) The legislature finds that:

(1) The public interest requires that consumers be protected from abuses in commerce which deprive them of the full value and benefit of their purchases of goods and services or which deceive them regarding the availability and nature of goods or services for sale.

(2) These abuses create an unhealthy climate for business and restrict the economic growth of the Commonwealth.

(3) The consumer often does not have sufficient information to make a reasoned judgment regarding available goods or services.

(4) Other practices in commerce need to be instituted or restricted in order to protect the interests of consumers.

(5) In addition to the general public, merchants themselves, especially small business people, are consumers of goods and services from other merchants and can benefit from a curb on unethical marketing practices.

(6) Consumers and merchants alike benefit from an orderly market environment in which both parties are aware of their rights and obligations.

(b) It is the purpose of this article to:

(1) Prohibit practices by merchants which deceive, mislead, or confuse the consumer.

(2) Clarify the relationship between consumers and merchants and their respective rights and obligations.

(3) Require or restrict commercial practices in order to further an orderly market environment.

(4) Provide a mechanism for resolving disputes between merchants and consumers.

(5) Provide civil and criminal remedies and penalties for violations of this article.

**Source:** PL 6-46, § 2 (§ 5102), modified.