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## VIEWPOINTS OF ISSUING LAW OF CONSUMER PROTECTION IN VIETNAM

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### ABSTRACT

By observations and qualitative analysis with synthesis and inductive methods, study results shows that the State encourages organizations and individuals in society to join the State in consumer protection. In addition, the law aims to use the power of the market to eliminate businesses that infringe on consumers' interests, thereby, in addition to protecting the interests of consumers, it also aims to protect genuine businesses. Beside, social organizations participating in the protection of consumer rights have made great efforts to deploy activities, gradually asserting their role as a bridge between consumers and state management agencies, as well as business community.

**Keywords:** protection of consumer, Law, consumer rights.