

Chapter 23 Consumer Rights and Responsibilities

The car dealership business can take advantage of consumer complaints by using the opportunity to fix problems and restore customer loyalty.

Steve Finlay. [“Upside of Complaints.”](#) Ward’s Dealer Business. December 1, 2005. FindArticles.com. Accessed November 14, 2006.

Home buyers are now using the internet to become more informed consumers.

Mike Nixon. [“Internet sites help homebuyers become informed consumers.”](#) St. Louis Daily Record & St. Louis Countian. October 15, 2004. FindArticles.com. Accessed November 14, 2006.

Customer service is essential for every business.

Elizabeth A. Lunch. [“Keeping your customers happy: a customer service refresher.”](#) Defense AT&L. November-December 2004. FindArticles.com. Accessed November 14, 2006.

When buying a car, it’s important to consider your budget and do thorough research.

Douglas Love. [“A crash course in cars: here’s everything you need to know when buying your first set of wheels.”](#) Careers and Colleges. March-April 2004. FindArticles.com. Accessed November 14, 2006.