

## **SOCIAL SCIENCE**

**(specialty 22.00.01)**

### ***Zaytsev S.Ju., Ilyin B.G. Problem of personality's law culture formation in the sphere of consumers protection***

Based on empirical studies of the author it is examined the state of the legal culture of the individual in the field of consumer protection in terms of problems of modern Russian society, formed in the 90s of XX century, on the example of the Rostov region. The priority tasks of social policy are put forward: improving the legal framework to guide the best world samples, the creation of nationwide monitoring of the legal provision, the expansion of the information field, the introduction of educational programs at all levels of education specialized courses on the basics of consumer protection, which will find possible ways out of this situation.

Key words: society, culture, consumer, protection of consumer rights.

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