

**ANALYTICAL FRAMEWORK OF THE DEFINING IDEAS OF
THE NOTION OF "CONSUMER" FROM THE PERSPECTIVE OF
DIRECTIVE 93/13/EEC AND THE JURISPRUDENCE
DEVELOPED ON ITS SIDE**

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ABSTRACT: *The evolution of the law on unfair contractual terms contained in contracts concluded with consumers and the change in the function of equity of the contract law of consumer, lead to discussions regarding the approach of the notion "consumer". The consumer, as well as the competition, contributes to the general regulatory objective of the internal market, so that both claim legal provisions to ensure effective protection but also to stimulate economic activity, which leads to the realization of a right of consumption of a hybrid nature, with more severe implications and sanctions.*

The present paper aims to outline an analytical framework of the defining ideas of this notion, with a special look at the stretch in time, under the auspices of the judicial dialogue between our country and the Court of Justice of the European Union.

KEYWORDS: *consumer; professional; C.J.E.U. jurisprudence; contractual justice; unfair terms.*

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