



Consumer Protection in E-Commerce India: The Emerging Trend

Prajwal Joshi

AISSMS IOIT, Pune

ABSTRACT

Moment consumer law is facing colorful issues and challenges as a result of the rapid-fire development ecommerce and globalized trade. The growth of borderless marketing and technology has grown over the times. There's a wide choice for online shopping for both manufacturers and consumers. These transnational companies and other enterprises which are engaged in e-commerce attract a large number of consumers each over the world. The problem is that numerous people who go online shopping come victims because of false or deceiving announcements, imperfect products, fake deliveries of products, unsafe products, payment issues, security and sequestration issues, unilateral contracts etc. still, there are public laws to deal with such an issue, but ever it fails to cover victimized consumers because of poor perpetration of laws due to jurisdictional issues. The theme of this paper is to examine whether the current public laws are sufficient to deal with marketable deals that affect consumers in moment's period. The paper will identify the issues and problems of electronic contracts. It'll do a relative study in legislations of other authorities to give suggestions as to how and why being laws governing electronic contracts are needed to be reformed to meet the challenges faced by moment's population while dealing with online deals. There's a high time to take action at a public and transnational forum.

Keywords: Consumer, E-commerce

Introduction

Information technology has given birth to technologies like electronic data interchange and electronic currency transfer, which have grown into information technology-enabled commercial activities known as e-commerce with the help of the internet. The buying and selling of goods and services over electronic networks such as the internet and other computer networks are known as e-commerce. E-commerce has a number of advantages, such as lower costs, economy, higher company margins, better customer cost, quick and comparative shopping, knowledge market, and so on, but it has also introduced some challenges, such as information sharing, threats to data privacy, security, and integrity, lack of loyalty in consumer relationships, and the threat of violation of consumers various rights in ecommerce. In general parlance, consumer protection means the protection of consumers from an assortment of unfair trade practices.

Motivation

Now a days there is rapid increase in e-commerce sector. Every single individual among all ages surf e-commerce for online shopping. This has resulted in many consumer exploitation practices world wide. Consumer don't have right protection, so to get them protected this is made.

1.1 E-commerce in India-Growth and Prospects

Information technology has given birth to technologies like electronic data interchange¹ and electronic fund transfer,² the facilitation of which with the help of 'Internet' has developed into Information technology enabled commercial transactions called ecommerce. The year 1995 was marked the beginning of e-commerce sector in India. Though it entered in 90's but there were not many buyers as India didn't had internet everywhere. It was only with few people. E-Commerce took rise in the period of 2002 as Irctc launched their online reservation system. E-commerce was not to common among people in those days. It took many years for e-commerce to get users

1.2 E-Commerce and Consumer Protection in India: The Emerging Trend

Due to revolution brought by JIO 4G in the market everyone in india started buying smartphones which ultimately resulted in rapid rise in the e-commerce sector in india. Big Companies like amazon, flipkart suddenly found sudden rise in their users. But this resulted in many consumer exploitation practices . What is exploitation? The unfair trade practices which consumer faces. So to avoid this a consumer protection in e-commerce sector was introduced. Consumer protection means the protection of consumers from an assortment of unfair trade practices.

1.3 Consumer Protection Act, 2020.

Government of India introduced Consumer protection act in the year 2020 to avoid consumer exploitation to ensure safety, security to consumer. It have rules which regarding types of consumer exploitation.

2.Tables

All tables should be numbered with Arabic numerals. Every table should have a caption. Headings should be placed above tables, left justified. Only horizontal lines should be used within a table, to distinguish the column headings from the body of the table, and immediately above and below the table. Tables must be embedded into the text and not supplied separately. Below is an example which the authors may find useful.

2.1 Analysis of unfair means before and after CPA 2020?

2.1.1 What CPA 2020 Brings to us??

- Establishment of Central Consumer Protection Authority
- Consumer disputes redressal commission
- Product Liability
- E-Complaint

2.1.2 Punishments

- Punishment for manufacturing, selling, distributing products containing adulterants
- Punishment for false and misleading advertisements

2.2 Issues & Recommendation

2.2.1 Issues:

GOI brought up rules for consumer protection. Still there are some issues which can be resolved to ensure more safety to the consumer

- Predatory Pricing
- Unfair Practices

2.2.2 Recommendation:

These are some recommendation to make process more transparent detailed and to ensure consumer safety:

- Clear definition

User should get more detail information of the product so that he will have a clear idea about what he is buying.

- Fixing Delivery Charges

Consumer should have fixed delivery charges world wide. Uniformity should be maintained in the delivery process .

- Categorization of Personal Data

User Provide ample of data to the e-commerce vendor. So it should have a proper categorization of data. Which data should be revealed and which should be keep personalised to ensure safety.

- Payment Security

A uniform & secured payment gateway should be made so that it should be adaptable to every user. As small online vendors can afford a payment gateway so government can have there own payment gateway so the small vendors can us it.

- Customer Care

Customer care center must be established at local level so that consumer should get service at urgent basis.

Conclusion

The broad availability of the internet, as well as the increasing use of computers, tablets, and smartphones, has fueled e-commerce growth in many nations, including India. New distribution strategies have emerged as a result of the rapid growth of e-commerce. It has given consumers additional options, making them open to new forms of unfair trade and unethical enterprise. • The Consumer is King with Power, and this new reform, which includes the enactment of two laws (the Consumer Protection Act of 2019 and the Consumer Protection (E-commerce) Rules of 2020), makes it easier to do business. With more operational experience, some legal issues may occur in the future. Nonetheless, with judicial intervention and directions, the safety and security of online consumers would pave the way for India's e-commerce boom. • It has given consumers additional options, making them open to new forms of unfair trade and unethical enterprise.

References

[1] Ramakrishnan Et Al, "E-commerce in India-Growth and Prospects", 2(3) Asia Pacific Journal of Research in Business Management, Volume 2, Issue 3, ISSN 2229-4104 [2] E-Commerce and Consumer Protection in India: The Emerging Trend. <https://link.springer.com/article/10.1007/s10551-021-04884-3> [3] Consumer Protection Act, 2020.