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A Study on E-Consumer Awareness Towards E-Commerce Consumer Protection Act, 2019

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Abstract. The rapid growth of e-commerce in Indian market witnesses the emergence of new consumer group known as e-consumers. Due to extreme involvement of consumers purchasing goods/services through online mode, consumers required protection against online fraud. As majority transactions are through online consumer protection should be availed through online. The main objective of the study is to know about the e-consumer awareness towards e-commerce consumer protection Act 2019, what are the guidelines and measures taken by the e-consumers protection act to protect the interest of e-consumers towards online trading. The study is based on both primary and secondary data, we have used Percentage analysis and chi-square test. So, this paper aims to examine the awareness about e-commerce guidelines for consumer protection 2019.

Keywords: e-Commerce, e-Consumer, e-Consumer Protection Act.

INTRODUCTION

India has an internet user's base of about 475 million as of July 2019, about 40% of the population. Despite being the second-largest user base in world, the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing, adding around 6 million new entrants every month. In other hand there were more fraudulent activities have also proliferated like hacking the account information and there were not delivering the products as per desired quality. So this all are some kind of issues faced by e-Consumer so for this they have introduced e-Consumer Protection Act 2019 to address all the issues faced by e-Consumer. E-consumers generally refer to the purchaser of goods and services over electronic systems such as Internet and other computer networks. E-commerce or e-business involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). e-Commerce is the movement of business onto the World Wide Web. e-Commerce has almost overnight become the dominant online activity. There is no single definition of e-Commerce, it means only commercial activity which is performed by Electronic Communication. E-Consumer protection is the practice of safeguarding buyers of goods and services, and the public, against unfair practices in the marketplace. Consumer protection measures are often established by law. Such laws are intended to prevent businesses from engaging in fraud or specified unfair practices in order to gain an advantage over competitors or to mislead consumers. They may also provide additional protection for the general public which may be impacted by a product (or its production) even when they are not the direct purchaser or consumer of that product. For example, government regulations may require businesses to disclose detailed information about their products particularly in areas where public health or safety is an issue, such as with food or automobiles. The basic aim of the e-Consumer Protection Act, 2019 to save the rights of the consumers by establishing authorities for timely and effective administration and settlement of consumers' disputes.

DATA ANALYSIS

The Objective of the Study is to ascertain the awareness and relationship between e-Consumer users and e-Commerce Consumer Protection Act 2019, to know the level of awareness of online shoppers about guidelines of e-Commerce Consumer Protection Act 2019 against online fraud, to know how many e-consumer user are aware about e-consumer forums for redressal grievances and to study how many e-consumer will take initiative toward sue against fraud seller/manufacturer. Dr.J.justin rayappa, PR.ramanathan, 2016.

TABLE 1. The Percentage Analysis

Category	%	
Gender distribution of E commerce	Female	43 (43.9)
	male	55(56.1)
Age distribution of E commerce	less than 20	43(43.9)
	20-40	55(56.1)
From how many years using e-commerce	Less than 1 year	8(8.2)
	1-2 Years	15(15.3)
	2-3 years	24(24.5)
	More than 3 Years	51(52)
purpose of using of e-commerce	Personal	58(59.2)
	Business	2(2)
	Both (P & B)	38(38.8)
e-Commerce helpful in e-domain	Broadness in Consumer choice	46(46.9)
	Price transparency	13(13.3)
	Fastness	36(36.7)
	Don't know	3(3.1)
Alternative channels eliminating middlemen by	Agree	78(79.6)
	No	10(10.2)
	Don't know	10(10.2)
e-Commerce prominent domain	Matrimony	1(1)
	Stock & shares	4(4.1)
	Travel and tourism	3(3.1)
	Banking	14(14.3)
	Online shopping	76(77.6)
Challenges to implementation of e-commerce	Slow penetration of internet	3(3.1)
	Security concerns	25(25.5)
	Lack of trust	34(34.7)
	Consumers' awareness level is low	26(26.5)
	Other factors	10(10.2)
Raising trends of online shopping	No way to know the genuine of the online seller/dealer/manufacturer	10(10.2)
	no way to be sure of the quality of product/service without seeing physically	22(22.4)
	where and whom to approach when seller/dealer/manufacturer not having the local office if product/service/dealer/manufacturer not having local office if product/services defective	13(13.3)
	how to get the award passed by court to be executed	1(1)
	a, b & c	53(53.1)
Suggestions by e-consumer	awareness creation	42(42.8)
	efficient staff	8(8.2)
	help centre at block level	14(14.3)
	effective consumer forum	34(34.7)

E-commerce: awareness of the students and impact on economy their studies talk about the how many students are aware about e-commerce awareness then what are all the major e-commerce platform used by students and to study about how this e commerce will give impact on economy for this they have used Chi square and Anoka test and they can me with a suggestion saying that the e commerce have to still more protect the customer data. Pawan Kalyani,2016, An Empirical Study about the Awareness of Paperless e-Currency Transaction like e-Wallet Using ICT in the Youth of India, in this study they main motto that to study of e-currency transaction and they have found that majority of people are using traditional way of payment and few people are using e-wallet for DTH recharging and Paying bill researcher concluded with they have bring up more additional feature in e wallet along with this they have to bring certain awareness like how we can use e wallet for payment. This study is purely depended on primary data collected by questionaries' froe commerce users we got 98 respondents, we have taken Simple random sampling Method. E Commerce is mainly used by male, the e commerce user will fall between 20-40 55(56.1)%, we have got the respondents who have used more than 3 years, they use e commerce platform mainly for personal purpose, 46 (46.9)% accepted that e commerce domain used for broadness in consumer choice, 78(79.6) % agreeing that e commerce will be an alternative channel by eliminating the middle man, online shopping is one of the most prominent domain is used in India,34(34.7)% responded that lack of trust is one of the challenge in the implementation of e commerce,53 (53.1) a,b,c for raising tends of online shopping, 42(42.8)% suggested that there have create an awareness of consumer movement as above table

TABLE 2.Awareness of E commerce

E commerce Users Awareness of		Less than one year		1-2 Years		2-3 Years		More than 3 Years		Chi Square	P value
		Yes	No	Yes	No	Yes	No	Yes	No		
Awareness of	E commerce guidelines for protecting the rights of consumer 2019	5	3	11	4	19	5	40	11	1.158	0.763
	Awareness of consumer forums for redressal of grievances of the consumer	6	2	8	7	15	9	38	13	3.002	0.391
	Awareness of any provision in the consumer laws in India about online shopping?	4	4	7	8	16	8	28	23	1.781	0.619
	Awareness of protecting the rights of e Consumers	4	4	7	8	16	8	28	23	1.781	0.691
	Awareness of e commerce guidelines for protecting the rights of consumer 2019?	3	5	9	6	11	13	35	16	5.215	0.157
Assessing the relationship between number of years of e commerce users &	sue a case against seller and manufacture.	6	2	12	3	17	7	41	10	0.94	0.816
	e commerce guidelines for protecting the rights of consumers 2019 will help the consumer against online fraud	6	2	11	4	21	3	35	16	3.072	0.381

Source : Computed from Primary data

significance at 5 percent level

HYPOTHESIS

Ho:There is no relationship between number of years of e commerce users and awareness about e consumer protection Act 2019:

The chi square value is 1.158 and p value is 0.763 with a degree of freedom (3), it shows there is no significant association between number of e commerce user and awareness about their E consumer rights. Hence null hypotheses (Ho) is accepted i.e there is no significance relation between number of years of e commerce users and

awareness about their rights at 5 percentage level, in this table says who uses the e commerce more than 3 years they have an awareness about consumer rights compare to e-commerce user who use less than 1year.

Ho: There is no relationship between number of years of e commerce users and aware of consumer forums for redressal of grievances of the consumer:

The calculate chi square value is 3.002 & p value 0.391 with a degree of freedom (3), There is no relationship between number of years of e commerce users and aware of consumer forums for redressal of grievances of the consumer. Hence Null hypotheses (Ho) is accepted i.e there is no significance relation between number of years of e commerce users and consumer redressal of grievances of the consumer is accepted at 5 percentage level, in this table says who uses the e commerce more than 3 years they have an awareness about consumer rights compare to e-commerce user who use less than 1year.

Ho: There is no relationship between number of years of e commerce users and awareness consumer law in India for online shopping:

The calculate chi square value is 1.781 and P value 0619 with a degree of freedom (3), There is no relationship between number of years of e commerce users and awareness consumer law in India for online shopping. Hence null hypotheses (Ho) is accepted i.e, there is no relation between number of years of e commerce users and awareness consumer law in India for online shopping is accepted at a 5 percentage level, in this table says who uses the e commerce more than 3 years they have an awareness about consumer law in India about online shopping rights compare to e-commerce user who use less than 1year.

Ho: There is no relationship between number of years of e commerce users and awareness of main objectives of e commerce guidelines for protecting the rights of consumers 2019:

We have used Chi square test. The result as shown in Table no 5.12.

The calculate chi square value is 1.781 and P value 0619 with a degree of freedom (3), There is no relationship between number of years of e commerce users and awareness consumer law in India for online shopping. Hence null hypotheses (Ho) is accepted i.e, there is no relation between number of years of e commerce users and awareness consumer law in India for online shopping is accepted at a 5 percentage level, in this table says who uses the e commerce more than 3 years they have an awareness about consumer law in India about online shopping rights compare to e-commerce user who use less than 1year.

Ho: There is no relationship between number of years of e commerce users and awareness of E consumer guidelines for protecting the rights of consumer 2019:

The calculate chi square value is 5.215 and we got P value as 0.157, with a degree of freedom (3), There is no relationship between number of years of e commerce users and awareness of main objectives of e commerce guidelines for protecting the rights of consumers 2019. Hence study accepted null hypotheses (Ho) that is there is no relation between number of years of e commerce users and awareness main of objectives of e commerce guidelines for protecting the rights of consumers 2019 is accepted in 5 percentage level, in this table says who uses the e commerce more than 3 years they have an awareness about consumer rights compare to e-commerce user who use less than 1year

Ho: There is no relationship between number of years of e commerce users and sue a case against seller and manufacturer:

The calculate chi square value is 0.940 and P value 0.816 with a degree of freedom (3), There is no relationship between number of years of e commerce users and sue a case against seller and manufacturer. Hence Null hypotheses (Ho) is accepted i.e, there is no relation between number of years of e commerce users and sue a case against seller and manufacturer, in this table says who uses the e commerce more than 3 years they have an awareness about consumer rights compare to e-commerce user who use less than 1year.

Ho: There is no relationship between number of years of e commerce users and e commerce guidelines for protecting the rights of consumers 2019 will help the consumer against online fraud:

The calculate chi square value is 3.072 and P value 0.381 with a degree of freedom (3), There is no relationship between number of years of e commerce users and e commerce guidelines for protecting the rights of consumers 2019 will help the consumer against online fraud. Hence Null hypotheses (Ho) is accepted i.e, there is no relation between numbers of years of e commerce user's e commerce guidelines for protecting the rights of consumers 2019 will help the consumer against online fraud is accepted at 5 percentage level, in this table says who uses the e-commerce more than 3 years they have an awareness about consumer rights compare to e-commerce user who use less than 1year

FINDINGS

In our study it is clear that e-commerce are mostly used by male, we can see the age between 20-40 who uses the e-commerce more than other age category users largely falls between 20-40 years age. In our study we got majority respondents who are using e-Commerce for more than 3 years. This e-commerce portals they used for personal purpose that to for online shopping in other hand 78% E-commerce users agreed that this e-commerce can provide alternative marketing channel by eliminating middle man but some user respondent lack of trust is the main challenge to implement concept of E-commerce in India. The Users who is using more than 3 years they have an awareness of E-commerce guidelines for protecting the rights of consumer 2019 and also about redressal of grievances of the consumer in other hand the consumer Laws in India about online shopping, about e-commerce guidelines for protecting the right of consumer, objectives of E-commerce guidelines, is known to the users who were using for more than 3 years. The users who is using E-commerce more than 3 years they strongly believe that guidelines what they mentioned that will help in against online Fraud and in other hand they will take initiative against seller/manufacturer over civil proceeding under consumer laws. Most of the user are Suggesting to create more awareness about their Act among online users. Most of the User they are using the e-commerce portal for online shopping they can work on Securing the E-consumer Personal Data against cyber crime. Try to Conduct More Awareness Program about E-commerce act 2019 via conducting Seminar and conference. You can bring awareness program by creating advertisement via social media. The one of the credit to e-Commerce portal that they have more male consumers so they can target on them and they can give wide variety of good and service. We can see the age between 20-40 years are more male users of e-Commerce so business people can come out with more promotional benefits. As the users are using e-Commerce portal for more than 3 years business people can come with both monetary and non-monetary benefits like cash back, discounts, coupons as customer retention strategy. As e-Commerce is mostly used for online shopping business people should Consider this as the main platform for coming out with wide varieties of goods and services. Even though they are using the e-Commerce for more than 3 years many of the users are not aware about e-Commerce protection act 2019 guidelines and redressal. One of the main suggestion here they have to bring the awareness about the e-Commerce protection act 2019 via social media advertising. They should make easy method to file the case against the online fraud.

CONCLUSION

In our study we came to know that e-Commerce portal is mainly used by male more than 3 years for their online shopping so they are aware about e-Commerce protection act 2019 and their guidelines, but the new users or who are using less than 3 years they don't know about this. Now a days there is more start up business through on-line in this case government can take an initiative by giving good network bandwidth and telecommunication this will be a supporting tool for them and in the United States E-commerce regulates Under Federal Trade Commission (FTC) this Act regulates all forms of advertising, including online advertising and states that advertising must be truthful and non-deceptive, in this case none of the manufacturer can't do any mal practice on the other side e-commerce users will have trust on E-commerce portal. If our Government bring out any Act like this means and automatically users will get trust and they will start to do more E transactions and there is a chances in increasing in number of E-consumer users

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