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### **Consumer Protection in the Era of E-Commerce**

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**ABSTRACT**

*Due to e-commerce and globalized trade the consumer law is facing various issues and challenges nowadays. And with the increase of the e-commerce platforms in the country the country has seen a drastic growth in the market as it widens the horizon for both the consumer and the manufacturer. Over the years the growth of borderless marketing and technology has given much more opportunity to the new comers and even the big sharks of the market. The problem is that the consumers who go to these online websites for shopping become victims because of false or misleading advertisements, defective products, fake deliveries of product, unsafe products, payment issues, security and privacy issues, unilateral contracts etc. However there are specific national laws made for these kinds of matters but due to its poor implementation and issues related to its jurisdiction it doesn't give full justice to the victim. This research paper mainly focused on issues of the consumer and the laws related to it and is the laws are efficient enough to solve the problems of commercial transactions that affect the consumer in today's era. And how the electronic contracts increase the challenges and problems for the legislative. This paper will also do comparative study on how the consumer laws made by the legislature govern the electronic contracts and are these laws sufficient enough to tackle the problems of the consumer nowadays. This is the crucial time to reform our national and international forms and laws according to the new problems.*

**KEYWORDS**

*Online shopping, Commercial transactions, Misleading advertisement, E-commerce, Consumer Protection.*

## INTRODUCTION

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The digital revolution has significantly altered commercial activities across the globe. E-Commerce refers to the buying, selling, or distributing of goods, services, or digital products over digital or electronic networks. With increased internet penetration, heavy smartphone users with digital payment systems, and thousands of e-marketplaces making online shopping easier and approachable to all, the large number of consumers depend on this and made it an integral part of the economy.

In India, the graph of e-commerce has seen a remarkable increase which is driven by technological advancement and supportive government initiatives such as Digital India. The increase in the market of e-commerce in India spiked when the use of digital transactions became a crucial part of the Indian economy. However, this growth exposed the consumer to new risks related to ecommerce such as fraudulent sellers, counterfeit goods, delayed deliveries, privacy breaches, and unfair contractual terms.

The national law related to consumer protection aims to safeguard the rights and interests of consumers by ensuring fairness, transparency, and accountability in commercial transactions. And some old laws related to consumers completely focus on the defective goods, misleading advertisement, and unfair trade practices. The digital marketplace introduced new challenges that require advanced legal mechanisms. Therefore, it is essential to inspect how consumer protection law functions in the context of ecommerce and whether it is effective enough to solve the current problems of the consumer.

## LITERATURE REVIEW

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The rise of e-commerce in the digital world made a significant transformation of the market that used to be chaotic, restless, crowded, and with irregular prices. It transformed the market into a place with so many choices at one place, products became affordable, people are not standing in the queue for purchasing something, now it becomes more convenient for them to purchase

something they want. But it also comes with new challenges for the consumers and its security is also in danger, literature shows that the traditional consumer protection laws which were originally made for physical transactions, now in the digital era this law doesn't work as efficiently as it used to work. The law often becomes inadequate in addressing the issue arising in the digital environment. The intellectuals always emphasize on problems that arise in this internet bound world such as data privacy breaches, online fraud, misleading advertisement, and lack of transparency in digital contracts, where the consumer always accepts all the terms of the contract without knowing or understanding the facts that are written in the contract. Some people still don't know how to operate these e-commerce websites, and some are still scared or don't believe in these kinds of purchasing, and some people don't have much bargaining skills, which explains why the Indian market is still vulnerable to e-commerce. The researchers also point to the fact that growing the trust, consumer awareness, and platforms accountable for the people, and these steps can really shape the online purchasing behavior. In the Indian context, the Consumer Protection Act, 2019 and the E-commerce rules, 2020 have been introduced by the government for enhancing the transparency, and strengthening the grievance redressal mechanisms. Furthermore, the studies suggest that enforcing these concerns are still a challenge for the government, and particularly the cross-border transaction arises the jurisdiction issue. Overall, this research paper indicates that there is still a need for better laws to be formulated in India for the welfare of its people who are consumers and still doesn't overcome the challenges that are produced by e-commerce. And these laws should have a strong, adaptive, and globally coordinated legal framework for protecting the consumers and their rights effectively.

### **RESEARCH OBJECTIVE**

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The main objective of this legal research paper is to define and examine the challenges that are faced by the consumers in the sector of e-commerce and in this digital world. And also determine how traditional law supports consumer protection and what development took place because of the new Consumer Protection Act, 2020. In this internet operating generation which replaced the traditional mode of buying and selling things into online mode through which now people are buying or selling things in the e-commerce market. This legal research analyze how the existing

The legal framework in India works, particularly these two Consumer Protection Act, 2019<sup>1</sup> and Consumer Protection (E-Commerce) Rules, 2020<sup>2</sup>, in order to understand how effectively they safeguard the issue related to consumer protection and most importantly how they protect the rights of the consumers in the online market. Further in this research it explains the challenges that are faced by the consumers in the e-commerce market such as data privacy, misleading advertisement, fraudulent practices, and lack of transparency in digital contracts. And the next most important topic that is explained in this paper is that how the e-commerce market plays a vital role in the lives of the consumer because they become more dependent on this online market and when these markets breaks the trust of the people it become more difficult for government to win the trust and then by formulating new rules that help the people who are affected, or by making the platform accountable for the people's loss, that will help the government to win the trust again. Additionally, the study evaluates the complications that arise from the cross border transactions and the question of jurisdiction that comes up with every cross border transaction issue. Lastly, it gives advice and suggestions that are needed in this Indian society at this time of e-commerce revolution and also tells how to safeguard the rights of the consumer and protect them from different types of online fraud and challenges. In this digital economy the most important part is played by the people or also called consumers and the crucial thing to do now is to give them hassle and fraud free purchasing and selling opportunities through which the country's economy is going to flourish or grow in the future.

### MEANING OF CONSUMER PROTECTION AND E-COMMERCE

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In the general parlance, consumer protection means the protection of consumer against unfair trade practices, defective goods, and deficient services and ensure product safety, and provide mechanisms for redress. It regulates private law relationships between businesses and consumers. The principle of Product Liability and Safety is established by the case of 'Donoghue v. Stevenson (1932)'<sup>3</sup> established the modern duty of care, holding that manufacturers owe a duty to final consumers to ensure products are safe. The court in '*Raghubir v. Thakurai Sukhraj*

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<sup>1</sup> Consumer Protection Act, 2019 <https://nedrc.nic.in/bare-acts/CPA2019.pdf> (last accessed 24 March 2026).

<sup>2</sup> Consumer Protection (E-Commerce) Rules, 2020 [https://thc.nic.in/Central%20Governmental%20Rules/Consumer%20Protection%20\(E-Commerce\)%20Rules,%202020.pdf](https://thc.nic.in/Central%20Governmental%20Rules/Consumer%20Protection%20(E-Commerce)%20Rules,%202020.pdf) (last accessed 24 March 2026).

<sup>3</sup> Donoghue v. Stevenson (1932)AC 562 1932 House of Lords

*Kuar*<sup>4</sup> explained that the rationale behind such protection is to avoid consumer exploitation at the end of the business community and to hold back various business malpractices. Generally, e-commerce platforms are well organized, better informed and have a better dominating position in the market. All these elements allow commercial organizations to easily exploit consumers.

The consumer who is severely affected needs to be protected by consumer protection laws and these laws will safeguard them from the hazardous threats by e-commerce. It was Mr. John F. Kennedy, the former president of United States of America, who introduced the “Bill of Consumer Rights” in US Congress (1962), for the first time has set out the four basic consumer rights, which include 1) Right to Safety, 2) Right to Information, 3) Right to Choice and 4) Right to be Heard.

E-commerce has proven to be a significant prospect for India. Because of the incredible rise in the number of 4G internet users that enable more people to use e-commerce platforms for buying things. Even the people in rural areas and small towns are capable of purchasing online in big numbers. It is evident that the internet has eliminated distinction between small and major cities and enables the customer from small cities to afford the same branded items and high-quality products that are prior only available to the people who live in major cities.

In e-commerce the consumer confidence is based on trust that customer has put on the website and wants to receive the exact item the customer paid for and think that if something goes wrong, the consumer will be able to seek redress, through consumer protection acts and laws. The virtual nature of the e-commerce transaction introduces significant challenges to customer trust and confidence.

In today’s India, e-commerce has become a blooming industry. In today’s world in all fields of business there is cutting-edge technology. In research published in 2014, the Internet and Mobile Association of India (IAMAI) projects that almost 1 million large and small retailers use online marketplace to reach out to their customers. The online marketplace contains varieties of products from different categories like electronic, jewellery, footwear, books, cloths and many more. The recognition of basic consumer rights by legislation has been done a long time ago around the world including India. India passed the Consumer Protection Act in 1986 to defend consumer

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<sup>4</sup> *Raghubir v. Thakurai Sukhraj Kuar* AIR 1939 Oudh 96 at 99

Rajiv Khare and Gargi Rajvanshi, E-Commerce and Consumer Protection: A Critical Analysis of Legal Regulation, Vol. 1, Article 6 (2013) <https://repository.nls.ac.in/> (last accessed 25 March 2026).

interest in accordance with the United Nations Guidelines on Consumer Protection (UNGCP)<sup>5</sup>. The key demonetisation policy of the Indian government in 2016 pushed for online transaction security and consumer safety in e-commerce activities, focusing on the need for digital payments. Afterward the Consumer Protection Act of 2019<sup>6</sup> superseded the Consumer Protection Act of 1986 and went into effect on July 20, 2020. And after a while the Consumer Protection (E-commerce) rules of 2020 went into effect on July 7, 2020<sup>7</sup>, to address the concern of e-commerce. Nonetheless, it was important for India as a developing country to win the trust of the consumer on e-commerce to attract more investment and connect to the global market.

### **IMPORTANCE AND SIGNIFICANCE OF CONSUMER PROTECTION**

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When we talk about consumer protection the first thing that comes to our mind is to ensure that consumers are getting safe, quality products, services, and they are not being exploited in the marketplace. In India, the rapid growth of the online marketplace has created new challenges and problems that have to be solved with efficient and effective laws. There are some of the parameters for ensuring consumer protection are-

1. **Protection Against Exploitation:** One of the primary objectives of consumer protection laws is to shield consumers from exploitation by manufacturers and sellers. In most cases the consumer is not aware of the mechanism that is required to assess the quality and safe products.
2. **Ensuring Product Safety:** Consumer protection laws ensure people that the products they consume are safe and the product goes through a standard safety test before they come into the Indian market and after this process the people can use it. The laws mandate that the products meet the specific safety standards set by the legislative. This is crucial in sectors such as pharmaceuticals, food, and electronics, because in these sectors some products can pose serious risks to human health.

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<sup>5</sup> United Nations Guidelines for Consumer Protection, G.A. Res. 70/186, U.N. Doc. A/RES/70/186 (Dec. 22, 2015).

<sup>6</sup> MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (Department of consumer affairs) NOTIFICATION. <https://dfpd.gov.in/notifications/en> (last accessed 25 March 26).

<sup>7</sup> *Press Release*, Press Information Bureau, Government of India, <https://pib.gov.in/Pressreleaseshare.aspx?PRID=156161> (last visited Mar. 25, 2026).

3. Promoting fair trade practices: Consumer protection laws maintain fairness in the trade marketplace by restricting unfair trade practices such as deceptive advertising, hoarding, and black marketing. These laws create a stage which is equal to all and anybody can perform there while ensuring that consumers are not misled or cheated.
4. Enhancing consumer awareness: The legal framework made by the legislature plays a crucial role in emphasizing the importance of consumer education on e-commerce, fraud, and misleading advertisement. And through campaigns and labeling requirements enable the consumer to make well known and informed decisions.
5. Strengthening consumer confidence: The Consumer protection framework creates a trust between the legislative and the consumer and this trust strengthens the consumer confidence. When the consumer feels secure and protected throughout their online purchasing experience and also during transactions, then they are more likely to contribute in the economic growth and also likely to participate in the economic activities.
6. Facilitating redressal mechanism: The availability of accessible and efficient grievance redressal. The system is a key aspect of consumer protection. The three-tier system under the Consumer Protection Act, 2019-District, State, and national commission made by the legislature make sure that the consumer seeks justice without excessive cost or delays.

The main objective of the Consumer Protection is to protect the consumer from unfair trade practices, and avoid exploitation in the marketplace. Needless to say that commercial organizations are well organized and established in the market and for over a decade they have a dominating position over consumers. This advantageous position leads them to exploit the consumer during the commercial transactions. In *Consumer Protection Division v. Luskis, Inc.*<sup>8</sup>, Court of Special Appeal of Maryland viewed that the “worst affected victims of these commercial organizations need to be protected and hence the consumers need to be protected through adequate consumer protection mechanisms to uphold their rights in commercial transactions and save them from commercial exploitation at the end of business organizations.” With the strategy of maximizing the profit and revenue the businesses sell inferior quality products at higher prices. And for earning undue profit, they adopt unfair trade practices such as adulteration, hoarding, black-marketing, and so on. This illegal practice exploits the consumer economically, but also deprives them from getting value for their money. Hence where these big companies or corporation rob the rights and interest of the consumers either intentionally or because of their

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<sup>8</sup>*Consumer Prot. Div. v. Luskis, Inc.*, No. 352, Sept. Term, 1997 (Md. Ct. Spec. App. Feb. 26, 1998).

oversight in adding revenue to accomplishment and thus through these practices they effect the countries economy, in such cases “Consumer Protection” plays a vital role to not only protect the buyers from sellers but also to ensure equitable global standards and protracted growth to Indian economy.

Consumer protection is necessary for a variety of reasons including:

- i. Ensuring social and ethical responsibility by commercial organization,
- ii. Increasing awareness,
- iii. Ensuring consumer satisfaction,
- iv. Ensuring social justice,
- v. Upholding principle of trusteeship,
- vi. Support survival and growth of business<sup>9</sup>.

Thus as a result the “Consumer Protection Mechanism” is crucial not only for providing adequate protection to consumer’s rights in the global market but also ensuring the social, ethical, and professional responsibility and duties of the business organization towards the consumers<sup>10</sup>.

## **CONSUMER PROTECTION AND E-COMMERCE IN THE INDIAN LEGAL FRAMEWORK**

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In the legal arena the word Consumer protection and e-commerce plays a vital role as the base of the legal framework of the Indian legal system. In Indian legal standpoint on the one hand we have “Consumer Protection Act, 1986”, ensuring the protection of the consumer’s basic rights and providing a mechanism to enforce fair trade practice, and protecting consumers from economic exploitation by the sellers or big business companies, and through this Act the consumer can also claim remedy for the wrong that have been done by the sellers or by some organization or company the consumer can claim the remedy under the Act, 2000 <sup>11</sup>and some other act made by legislature like The Constitution of India, 1950<sup>12</sup> under Article 38, Indian

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<sup>9</sup>Rajiv Khare and Gargi Rajvanshi, E-Commerce and Consumer Protection: A Critical Analysis of Legal Regulation, Vol. 1, Article 6 (2013) <https://repository.nls.ac.in/> (last accessed 26 March 2026).

<sup>10</sup> Aishwarya Pandey, Consumer Protection in the era of e-commerce: issues and challenges, Vol. 4 Iss 1; 632 (2022). <https://www.ijlsi.com/wp-content/uploads/Consumer-Protection-in-the-Era-of-E-Commerce.pdf> (last accessed 26 March 2026).

<sup>11</sup>*Information Technology Act, 2000*, No. 21 of 2000, s 72A.

<sup>12</sup>*INDIA CONST.* arts. 38, 39, 43, 46, 47.

Contract Act 1872, Indian Penal Code, 1860, Indian Copyright Act, 1957, Sales of Goods Act, 1963, Indian Telegraph Act, 1885.

**A. Consumer Protection Act, 1986:**

The main purpose of establishing this act is to provide a better protection of the interests of consumers and to provide them a mechanism for seeking remedy and also provide them the solution to their problems. And also establish councils and authorities for the settlement of disputes. Yet in the end it lacks adequate consumer protection in the process of commercial transactions. To promote and protect Consumer's right in the Indian scenario at par with international level, the Consumer Protection Act, 1986<sup>13</sup> (hereinafter referred as CP Act, 1986) provide for promotion and protection of very few rights including 1) Right to Safety 2) Right to Information 3) Right to Choose 4) Right to be Heard 5) Right to Seek Redressal and 6) Right to Consumer Education. Where on the one hand the information technology era opened the new doors of online transactions on electronic portals which ease the hassle of having cash, and it completely changes the money transaction process in which one person anywhere in the world can transfer money to another person who is somewhere else in the world. And on the other hand it also posed various challenges to the protection of various consumer's rights like misleading description of goods and services in the contract which is not made in person means made via online means, copyright issue and trademark issue, privacy and security of consumer's information, issues of standard form of contract, jurisdictional issue in cases arising out of e-commerce transactions and so on. On the ground of providing complete protection to the Consumer's rights in the process of online transaction the Consumer Protection Act, 1986 should be analyzed on the following facts:

1. The Consumer Protection Act neglected the two most important points a) the right to satisfaction of basic needs and b) right to healthy environment which are being recognized at International level adequately and effectively.
2. It is found that the Indian Consumer Protection Act only provides the mechanism for promoting and protecting the Consumer's rights and does not provide the basic Consumer right to consumer as it is argued at the International standards. This implies that contemporary laws may provide the basic consumer rights to consumers but

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<sup>13</sup>Consumer Protection Act, 1986, No. 68 of 1986.

consumer protection will only serve the mechanism to protect and promote the consumer's right in its jurisdiction.

3. The act does not create rights and liabilities but it provides us the mechanism for enforcing the consumer's rights. The Act does not provide for do's and don'ts of the/business organizations while securing the basic consumer rights of the individual.
4. The law provides for consumer courts for promoting and protecting the consumer's right but this enforcing mechanism suffers from following drawbacks that are: a) Seldom do companies pay heed to the consumer court and their reports, orders and summons are very commonly ignored. As a result, most consumer cases drag on unnecessarily without any outcome.<sup>14</sup> b) often the companies do not adhere to the verdict, and as a result once the verdict is pronounced the proceedings to execute the verdict take even more time than that of disposing the complaint. c) Consumer courts are not known to be devoid of corruption, like other courts in the country.<sup>15</sup>
5. Lastly, the Consumer Protection Act, 1986 does not have any specific provision for the problems that consumers have in the process of e-commerce transactions. Rather, it only provides for provisions in its wide-range and all-purpose application.

#### **B. Information Technology Act, 2000:**

In the previous paragraphs we discussed that how the consumers still go through some new challenges and how the Act only contains some provisions and only provides for all-purpose provisions that have wide range and does not curb all the aspects of the consumers' problems and also raises the issue that comes up in the process of the commercial transaction. These consumer protection issues in e-commerce and the position of their respective legal provisions may be summarized as follows:

- 1) The Information Technology Act, 2000 (hereinafter referred to as IT Act, 2000) has been enacted with the paramount motive of improving the e-commerce transactions and to address and encounter all the challenges that may hamper the smooth going process of e-commerce transaction. But the IT Act, 2000 is not primarily made for protection of consumers during e-commerce transactions, yet still has some specific provisions which

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<sup>14</sup> Ramesh Chandra v. Commercial Tax Officer [1993] 3 CPR 182 (Ori.)

<sup>15</sup> Consumer disputes redressal commission F.A.48/2009 (Notified on April 7, 2015)

[https://articles.timesofindia.indiatimes.com/2012-05-25/india/31851909\\_1\\_consumer-forum-removal-odisha](https://articles.timesofindia.indiatimes.com/2012-05-25/india/31851909_1_consumer-forum-removal-odisha) (last accessed 28 March 2026)

reflect the consumer centric approach to protect the consumer's rights in the field of e-commerce.

- 2) Needless to mention that the consumers are exposed to the unfair marketing practices and these practices usually include following: a) Insufficient information disclosure, for example, refund policies, cancellation terms, warranty information, b) Contract terms, for example, their enforceability, c) Merchandise and delivery practices, d) Unauthorized and unjustified payment, e) Transaction confirmation and cancellation policies, f) Fraud and deception,
- 3) Unsafe product: IT Act 2000 does not provide any specific provision for imposing any obligation on e-commerce companies to ensure safety of the product sold by them in the e-commerce market.
- 4) Confidentiality of any information which consumers give during the e-commerce transaction: Through Section 72 and 72 A of IT Act, 2000<sup>16</sup> deals with the penalty in cases of breach of confidentiality and privacy but at the end this section also has limited application because for applying this section the prosecution have to prove the wrongful loss or gain that has occurred because of the breach. In *Fateh Chand v. Balkishan Das*<sup>17</sup> The Supreme Court decided that the quantum of damages for breach of contract in cases where neither the parties nor the statute have not qualified the loss, the breach of contract may result in injustice to the actual victim of the breach of contract. In IT Act, 2000 as well, section 72-A has not decided the amount of penalty that has to be imposed on the nonpayer.
- 5) Identity of seller: Even though the IT Act, 2000 does not provide any provision for compulsory disclosing of the identity of the seller to the consumer, still the person concerned can be booked under section 66D<sup>18</sup> for the punishment of imprisonment of either description for a term which may extend to three years and shall also be liable to fine which may also extend to one lakh rupees, if the seller cheats on the consumer through impersonating him as any other person or company or organization.
- 6) If anything goes wrong there is effective grievance system and legal remedies: Though the IT Act, 2000 has provided for Cyber Appellate Tribunal (Section 48) for addressing the matters of the contravention of the provisions of IT Act, 2000 matters of consumer

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<sup>16</sup> *Information Technology Act, 2000*, No. 21 of 2000, s. 72

<sup>17</sup> *Fateh Chand v. Balkishan Das* AIR 1963 SC 140

<sup>18</sup> *Information Technology Act, 2000*, No. 21 of 2000, s 66D.

protection are specifically to be enforced under the redressal forum created under Consumer Protection Act.

- 7) The protection of the consumer from the ill effects of high competitive markets which also include selling of the same product but at different prices: The IT Act, 2000 does not contain any regulation regarding this problem which consumers face in their day to day life. That's why the companies are selling the same products but at different prices because they are not governed by any specific law made by the legislature. Thus, e-commerce companies do not follow any uniform price for the same product that they are selling to the consumer and this grossly violates the consumer protection in the area of e-commerce.
- 8) The goods should be same as described at the time of buying: IT Act, 2000 does not have any provision for the corresponding description, quality, quantity of goods and services which purchases through e-commerce means and used e-commerce transactions, and it can only be ensured through the e-commerce companies contractual terms that they made and if they provided the remedy for the breach of contract. Hence it is provided the consumer can claim the remedy under the breach of contract not under IT Act.
- 9) Delivery of goods at the correct place and in the standard time: This provision is also absent in the IT Act and can be governed only under contractual remedies which are often in the type of "Standard form of contract", which may be detrimental to consumer protection.<sup>19</sup>
- 10) Insecure payment methods: IT Act, 2000 does not talk about damages by way of compensation, where damages being suffered by the insecure payment method
- 11) Violation of data privacy: There are no specific provisions for protecting private information of the consumer in the IT Act, 2000 and it also does not give remedy for these types of problems that occur with the consumer. If the private information of the consumer is revealed then the security of the consumer is endangered, and this information mainly leaked in the process of e-commerce transactions. But when IT Act read with Data Protection Rules, 2011<sup>20</sup> provides some guidelines to be followed by the body in maintaining and upholding the privacy of sensitive personal information of the consumer

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<sup>19</sup> Rajiv Khare and Gargi Rajvanshi, E-Commerce and Consumer Protection: A Critical Analysis of Legal Regulation, Vol. 1, Article 6 (2013) <https://repository.nls.ac.in/> (last accessed 28 March 2026).

<sup>20</sup> *The Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011*, G.S.R. 313(E) (Apr. 11, 2011), <https://www.indiacode.nic.in/handle/123456789/1362> (last visited Mar. 28, 2026) )

and it does not provide for the penalty that should be imposed in the case of non compliance with these guidelines.

- 12) Other kinds of concerns include computer fraud, hacking, virus, interception and alteration of financial data, and misuse of personal information.

Thus from the above discussion we come to the conclusion that some provisions that in a round about way address the issue of consumer protection but there are still some issues that are out of the scope of the provisions of the IT Act, 2000 and even of the Consumer Protection Act. The issues contain some important aspects of consumer protection like the security during e-commerce transactions, and the personal information security problem, not specified provisions for the protection of consumer, no defined fines or penalties or punishment for the wrong that causes harm to the consumer. So these issues are still not resolved, they should be respectively solved and specific provisions should be made on these issues by the statute<sup>21</sup>.

## CONCLUSION

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With the broad availability of the internet which increases the use of mobile phones, tablets, computers, and these mediums fueled the e-commerce growth in India and in many more nations too. The e-commerce growth is also increased by the strategy of distribution. And this has given the consumer a new option which has given them a new form of unfair trade and unethical enterprise. The legal regime, particularly under the Consumer Protection Act, 2019 in India, has made significant strides by recognizing e-commerce entities, introducing provisions for product liability, and establishing mechanisms like the Central Consumer Protection Authority (CCPA)<sup>22</sup>. The Consumer is king with power, and this new reform that includes two enactments that is the Consumer Protection Act of 2019 and the Consumer Protection (E-commerce) rules of 2020, when came into force make it easier for the sellers to do business and also protects the consumer. And with the help of judicial direction and intervention in the Consumer laws for the safety and protection of the consumers and also monitors the functioning of the statute made for protecting consumers. The safety and security during the online transaction help the country in the online marketplace industry and it will grow the industry rapidly.

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<sup>21</sup> Jan Rafat, *Consumerism and Legal Protection of Consumers* (Deep and Deep Publications, India, 2007).

<sup>22</sup>Central Consumer Protection Authority (CCPA) July 24, 2020 <https://dca.gov.in/ccpa/> (last accessed 28 March 2026).

In view of the above discussed facts there are some suggestions which may ensure adequate and effective legal mechanism to consumer protection in e-commerce. It is proposed that a structured and adequate set of well defined and well addressed legal frameworks should be made for the most crucial factor of the consumer statute that is protection of consumers in e-commerce transactions. And these set of rules should be supported by the trust and confidence of the consumer<sup>23</sup>. And this support will later on help the society, including consumers, to relate and correlate with the adequate and structured consumer protection law and also help the e-commerce grow.

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<sup>23</sup> Dermon Valorie, Risk Management and Legal Issues (Jones and Bartlett Publisher, LLC) Available on [http://www.jblearning.com/samples/0763757144/57144\\_CH15\\_470\\_493.Pdf](http://www.jblearning.com/samples/0763757144/57144_CH15_470_493.Pdf) (last accessed 29 March 2026).