

Evolving Jurisprudence around Consumer Protection vis-à-vis E-commerce Industry: An Analytical Study

OMEGA CHONGTHAM¹

ABSTRACT

The study aims to focus on the evolving jurisprudence around consumer protection with regard to e-commerce. The author, through this paper, portrays the arising cases relating to e-commerce in India. This paper will be executed through different sub-headings. The study explores how the e-commerce industry's fast-paced technological advancements and commercial practices have affected the ever-changing legal landscape. In order to address the issues presented by the rapidly evolving digital marketplace, the study looks at how consumer protection rules are multidimensional. The need for a coordinated approach and the integration of national regulations with international norms are two important results that point to the need for a cogent and effective framework for safeguarding customers, particularly in international electronic commerce transactions. The paper explores the nuances of data protection concerns and emphasizes how crucial it is to have laws and enforcement systems that effectively handle privacy concerns and lessen the risk to data security in place. It underlines the essential role that online dispute resolution processes play in giving customers easily accessible channels for resolving complaints, and it suggests integrating them into frameworks for consumer protection to increase efficiency. The research highlights the importance of anticipating future difficulties in particular domains like electronic payment methods and emerging technologies, and proactive policymaking appears as a central topic. The importance of making e-commerce platforms responsible for the goods and services provided by independent vendors is also emphasized in the study. It recommends that, in order to safeguard customers and foster trust in the authenticity of online transactions, strict verification procedures and liability frameworks be implemented. It has been determined that digital literacy programs are important for equipping customers with the information and abilities required to use e-commerce sites securely. In order to help businesses, legal professionals, and legislators shape the changing body of knowledge about consumer protection in the ever-changing e-commerce sector, the research offers a thorough and forward-looking analysis.

Keywords: Consumer Protection, E-commerce.

¹ Student, LLM(Corporate and Commercial law)

Introduction

In the growing world of e-commerce, where transactions are carried out across digital platforms without interruption, safeguarding consumer interests has become critical. The conveniences that have been provided by e-commerce platforms, the widespread use of digital payment systems, especially after COVID-19, and the quick development of online marketplaces have completely changed the engagement between consumers and businesses. However, this transformation to digital interaction has brought with it a complicated web of legal challenges and complexities, requiring significant attention in the evolution of jurisprudence in consumer protection.²

The introduction of electronic commerce to India has had a significant influence, changing the way businesses operate and how consumers trade. It has also drastically changed the old structure of commerce. Since the advent of the e-commerce industry, the law protecting consumers has undergone a significant modification in recent years. Digital marketplaces are replacing physical retail locations, posing both new opportunities and problems for the legal system protecting consumer rights. The explosive growth of cell phones and reasonably priced internet connections has been a major factor in driving e-commerce in India.³ The primary way that customers now study findings, evaluate them, and make purchases is through mobile applications, which have revolutionized the buying process and made it less complicated and personalized. In addition, the implementation of safe ways to make payments has increased customer confidence and encouraged a move away from traditional retail and toward the online marketplace. The regulatory frameworks in India have developed as a response to the distinct possibilities and challenges presented by the country's digital revolution, as the internet-based retail industry has grown exponentially. The government demonstrated its commitment to promoting an open and accountable e-commerce environment by introducing regulations and standards aimed at protecting consumer rights, maintaining equitable competition, and regulating overseas transactions. The present scenario of Indian e-commerce is a dynamic mixture of numerous platforms that meet a broad range of customer requirements. These websites include niche-focused platforms and online markets for goods and services. Because of the industry's continuous spirit of concurrence, new competitors are always accessing new markets and expanding into unexplored product areas, which in turn stimulates innovation.

The e-business scene in India underwent a significant shift after a quiet period from 2000 to 2005, especially in areas like travel, retail, group buying goods, and engagement with society. The subsequent phase of e-commerce began in 2005, when low-cost carriers (LCCs) entered the Indian aviation market. Once viewed as a luxury, air travel experienced a spike in internet activity as low-cost carriers (LCCs) adopted online ticket sales. Virtual travel was further spurred on by the introduction of online travel agents (OTAs), made possible by airlines such as IndiGo and Spice Jet. Concurrently, changing tastes among consumers and a need for convenient shopping propelled the growth of e-commerce in 2007. Numerous websites for e-commerce were introduced during this phase, with the goal of improving the customer experience for entrepreneurs. Group buys and daily discounts became popular worldwide in the early 2010s, and they had a big impact on the e-business scene. In addition, social networking's recent rise in recognition has deeply integrated itself into Indian society, becoming an essential channel known as "social commerce" through which e-commerce companies can interact with potential clients, conduct branding actions, solicit feedback, and publicize the launch of new products.⁴

² E-commerce in the time of Covid-19, *available at* oecd.org (Last modified 7 October 2020)

³ D Mahipal, K Shankaraiah "E-commerce Growth in India: a Study of Segment's Contribution" Volume:22 , Issue:2, (2018)

⁴ *ibid*

This study explores how the rapidly changing landscape of e-commerce interacts with changing consumer protection regulations. In order to highlight the urgent need for adaptable legal solutions, the paper will look at the contextual alterations in consumer behaviour. In order to provide policymakers, legal professionals, and industry stakeholders with the knowledge they need to navigate the intricate relationship between law and e-commerce, the paper wants to disentangle the complexities of this developing body of legal precedent through a thorough examination of pertinent facts and statistics. Its exceptional rise to prominence as the go-to platform for business with customers is what gave rise to this transition. With its quick transactions, wide range of products, and international reach, e-commerce has grown to be an essential component of the contemporary marketplace. The laws protecting consumers, which were initially designed for an alternate time period and set of difficulties, must be reconsidered in light of this paradigm shift. With consumers navigating the digital marketplace more frequently, new challenges arise, such as the complexities of cross-border transactions and worries about data protection. Accountability and restitution issues become more complex when there is no face-to-face connection between customers and sellers. In addition, the emergence of cutting-edge technologies like technology and computational intelligence brings with it fresh challenges that conventional legal frameworks find difficult to effectively comprehend.

1.1 Research Objectives:

1. To analyse the different jurisdiction to approach on issues regarding product liability in the context of e-commerce.
2. To determine strategies which can be implemented to prevent online fraud.
3. To determine the solutions on how to balance between safeguarding consumers rights as well as promoting the growth of e-commerce.

1.2 Research Question:

1. Whether different jurisdictions address issues of product liability within the framework of e-commerce?
2. Whether practical methods and technologies can be used to stop online fraud and guarantee the customers are protected from scams in e-commerce transactions?
3. Whether is it possible to find a balance between fostering the expansion of e-commerce and protecting consumers rights?

1.3 Hypothesis

Effective consumer protection practices in e-commerce, such as clear and concise information, safe transactions, and easily available dispute resolution processes, greatly increase customer confidence, motivate online behaviour, and promote the expansion of the virtual marketplace.

1.4 Literature Review:

1. **Rao's**⁵ in this article explains that at this stage in the growth of industry, consumer protection is far more important than protection for technology developers and promoters. However the author has not mentioned the balance of promoting e-commerce and protection of consumers are significant at the same time.
1. **Agarwal**⁶ According to his book, today's generation is highly dependent on technology for their day-to-day tasks. And this includes our consumers, who are rapidly adapting to these modern technologies.
2. **Nagarathna**⁷ provides a detailed and descriptive idea upon Indian Consumer Protection Act, which was once enacted to provide timely relief to consumers who came under criticisms for being ineffective on protection of consumer's rights. Hence the new Consumer Protection Act, enacted in 2019 which aims to bring in stringent measures so as to effectively protect the consumers and for the e-commerce sector as well. However the author failed to mention that even after the new act has been enacted there are still loopholes which increase in the cases of Unfair Trade Practices and so on.
3. **Akshya**⁸ The third edition of this book significantly enriches the existing literature and addresses a recognized gap in the e-business domain. It provides a versatile introduction to E-Business and E-Commerce, and covers a wide range of applications as well as a valuable selection of real world cases.
4. **Fitzgerald**⁹ Over the past two decades, the internet and e-commerce have fundamentally transformed our modes of communication, interaction, and transactions. In the converged landscape facilitated by high-speed broadband, various elements such as Web 2.0, social media, virtual worlds, user-generated content, cloud computing, VoIP, open-source software, and open content have swiftly become integral components of our online encounters. This book primarily concentrates on the regulation of activities encompassing social, cultural, and commercial aspects on the global internet. It explores the ongoing legal developments triggered by the advent of the internet and e-commerce and delves into the

⁵ Suneeti Rao '*Information Technology Act: Consumers' Perspective*' (Economic and Political Weekly 2001, Vol. 36, No.37, pp, 3501-3503)

⁶ VK Agarwal, *Law of Consumer Protection* (2021)(Delhi, Bharat Law House Pvt. Ltd., 1 January).

⁷ A Nagarathna '*Consumer Protection Act, 2019- A review of Criminal Sanctions Protecting Consumers*', (2020)(IJCLP, Vol.28, No.50, pp, 62-80).

⁸ Akshya, *E-Commerce Operators Law, Policy & Procedures*, (2021) (Bharat Law House, Pvt. Ltd. January).

⁹ Brian Fitzgerald, Anne Fitzgerald et. al., *Internet and E-Commerce law* (2011) (Australia Law book Co. May)

application of these laws in shaping rights and responsibilities pertaining to online infrastructure, content, and behaviours.

1.5 Research methodology:

The present study will be of Doctrinal method and the primary and secondary sources will be considered. In primary source, Acts, judgements, and reports of the law enforcement agencies and in secondary source, Law Journals, International journals, Newspapers, and Books will be considered.

1.6 Significance of the study:

The research shall culminate in a thorough comprehension of the developing body of legal precedent regarding safeguarding consumers in the online retail industry. Secondly, the paper will contribute valuable insights for enhancing consumer safeguards in the dynamic landscape of e-commerce.

2. Evolution of consumer protection in e-commerce

2.1 Early consumer protection measures

The emergence of Electronic Data Interchange (EDI) paved the way for electronic commerce globally. In India, the concept of electronic commerce came in around 1991, a time when the internet was not available. As time passed, people became gradually aware that transactions could be done through this medium. However, only a selected section of society could afford the internet, and it remained a luxury until that time. Even though e-commerce on a global platform such as Amazon launched in the early 1990s, in India it came at a later stage. It was in 2002, when the Indian Railway Catering and Reservation System was introduced, that the public started accepting it as a useful tool.

2.1.1 Consumer Protection Act, 1986

The Consumer Protection Act (CPA) was introduced in 1986 in order to protect the rights and interests of consumers. The main objective of this Act was to solve consumer disputes and, secondly, to help establish consumer councils or any related authorities for the settlement of disputes relating to consumers. One of the major issues during that time was the issue of adulterated and substandard articles on the market. This was one of the main objectives of the Act of 1986 to counter this issue. However, the act still had drawbacks, and some of them were a lack of provisions related to online transactions or teleshopping, product liability, unfair contracts, and a lack of provisions relating to alternative dispute redressal mechanisms.¹⁰

2.1.1.1 Consumer Protection Act, 2019

In the new era of globalization of online platforms and e-commerce markets, it is a must to strengthen the provisions of the Act of Consumer Protection in order to protect consumers. However, the Consumer Protection Act of 1986 couldn't fulfil its promise to protect consumers on a larger scale. The Consumer Protection Act of 2019 has provided better protection for consumers involved in online transactions. This Act of 2019 widened the meaning of 'consumer', especially to include persons who buy or avail of goods or services by electronic means. This particular provision was not available in the former Act. The newly

¹⁰ Consumer Rights in India amritmahatsovic.nic.in 31-10-2023

amended Act, i.e., the Consumer Protection Act, 2019, has also included the definition of advertisement as any audio or visual publicity, representation, endorsement, or pronouncement made by means of 'electronic media', 'internet', or 'website'. Under this Act, a Central Consumer Protection Authority (CCPA) has been established to regulate matters relating to false or misleading advertisements that are prejudicial to the interests of the public and consumers as a whole. This particular authority has provided guidelines for the prevention of misleading advertisements and endorsements to curb misleading advertisements and protect consumers who may be affected by such misleading advertisements. The CPA of 2019 explicitly includes the provision relating to e-commerce as the buying or selling of goods or services, including digital products, over an electronic network. The Department of Consumer Affairs has also notified the Consumer Protection (e-commerce) Rules, 2020. These rules outline the responsibilities of e-commerce entities, including provisions for customer grievance redress.¹¹

2.2 Major changes in the e-commerce industry

The e-commerce industry has experienced exponential growth worldwide as well as in the traditional sector. One notable example could be that most people follow the trend of online shopping, especially during and after COVID-19, for convenience and safety. Another reason that fuels the growth of e-commerce is the emerging number of mobile users for commercial purposes. This makes the consumer easily accessible to online platforms. India has not only witnessed rapid growth in e-commerce platforms such as Amazon, Flipkart, and Snapdeal but also in local platforms such as e-grocery, digital payment, and the small and medium business sector. This has helped India's digital sector, and accordingly, it is expected to reach US\$1 trillion by 2030.¹²

2.3 Landmark cases and legal developments

In India, laws relative to e-commerce are expressed under the Information Technology Act, the Copyright Act, and the Consumer Protection Act. As we are all aware, e-commerce, or electronic commerce, and the internet have played a significant role in boosting economic growth, job prospects, and overall quality of life. Due to this, being mindful of the regulatory provisions that apply when transactions take place on an e-commerce website is critical.

2.4 Information Technology Act

The Information Technology Act was enacted by the Indian Parliament in 2000. It was amended in 2008. The IT Act deals with issues relating to cybercrime and e-commerce. This Act was enacted with the objective of giving legal sanction to e-commerce and e-transactions to enable e-governance and also to prevent cybercrime. The Act of 2008 inserted the controversial Section 66A. This particular act gave authorities the power to arrest anyone accused of posting content on social media that could be deemed 'offensive'. However, in 2015, the Supreme Court struck down this section, stating that it was unconstitutional as it violated Article 19(1)(a) of the Constitution of India.¹³

¹¹ Ministry of Consumer Affairs, Food & Public Distribution amritmahatsovpib.gov.in

¹² E-commerce Industry in India, ibef.org E-commerce industry Report, August 2023

¹³ *Shreya Singhal v. Union of India* [(2013) 12 SCC 73]

2.5 Copyright Act

The Copyright Act, 1957, along with the Copyright Rules, 1958, is a law governing the protection of copyright in India. This particular act was enacted under the provisions of the Berne Convention. The main objectives of this Act are, firstly, to encourage the original work of authors, composers, artists, and designers by rewarding them with exclusive rights. This exclusive is for a limited period of time to exploit the work for monetary gain. Such exclusive rights should be obtained through licensing. In fact, people who economically exploit copyright are the greatest beneficiaries of the copyright law. The second objective of the Act is to grant protection to the originator by granting protection to the origination. Protection means protection of such original work from any unauthorized reproduction or exploitation.¹⁴ One particular section that is worth mentioning is Section 14 of this act, which exclusively provides the rights of the copyright holder. Section 17, which recognizes the author, and Section 19, which talks about valid assignments, are also worth noting. And most importantly, Section 55 of the Act provides for remedies.¹⁵

2.4 The Role of International Standards

The role of international standards plays a pivotal role in promoting transparency, fairness, and trust within the scope of the e-commerce industry. There are several conventions and international organizations that include provisions relating to consumer protection in e-commerce. Some of the names of the international organizations are the United Nations Conference on Trade and Development (UNCTAD), the Organisation for Economic Co-operation and Development (OECD), the World Trade Organization (WTO), and the International Consumer Protection and Enforcement Network (ICPEN). These international organizations often address the issues relating to consumer protection in e-commerce by way of various initiatives, reports, and guidelines with the motive of promoting fair business and protecting both online and offline consumers.

3. Contemporary challenges

3.1 Privacy and data Protection

The concept of the right to privacy is a multi-dimensional one. In modern society, the right to privacy has been recognised both in the eyes of the law and in common parlance. In particular, Article 21 of the Constitution provides the right to privacy and promotes the dignity of the individual. The main requirement of privacy and data protection is that information about individuals should not be freely available to other individuals and organisations. Data protection is a legal safeguard to prevent the misuse of information about an individual person on a medium, including computers.¹⁶

Though the Information Technology Act 2000 didn't cover all the matters relating to privacy and data protection, this Act is the only one that recognises some of the key issues regarding data protection. In fact,

¹⁴ Zee Tele Films Ltd vs. Sundial Communication Pvt. Ltd, 2003 (5) BomCR 404, 2003(3) MhLj 695 (27) 457 Bom

¹⁵ Anubha Mathur, 'Indian Copyrights Act, 1957 with Case Laws' mylawman.co.in

¹⁶ Singh, S. S. (2011). PRIVACY AND DATA PROTECTION IN INDIA: A CRITICAL ASSESSMENT. *Journal of the Indian Law Institute*, 53(4), 663–677. <http://www.jstor.org/stable/45148583>

the Information Technology (Amendment) Act, 2008, enacted by the Indian Parliament, is the first legislation that includes provisions on data protection. Section 2(1)(o) of the Act defines the meaning of data, which says that data means a representation of information, knowledge, facts, concepts, or instructions that are being prepared in a formalised manner in a computer system. However, the IT Act doesn't provide any definition of personal data.¹⁷

3.2 Security and Fraud issues

Cybercrime has become a more significant problem for both organisations and consumers. For example, bot networks, trojans, phishing, ransomware, data theft, identifying fraud, etc. are some of the major issues that are expanding on a daily basis. The social network does have network breaches. However, despite the increasing cases of cybercrime, there is difficulty in accurately estimating the actual amount of some crime, mainly because many companies are hesitant to report due to the fear of losing the trust of their consumers. There are six dimensions to e-commerce security: integrity, non-repudiation, authenticity, confidentiality, privacy, and availability.¹⁸

3.3 Product quality and safety measures

According to the report submitted by the Organisation for Economic Cooperation and Development (OECD)¹⁹, it was found that consumers do not always have access to adequate product labelling and safety warnings before confirming their purchase online. And at the cross-border level, the challenge is not understanding the labels and warnings that are written in a foreign language. Secondly, the OECD has also found that products that do not meet voluntary or mandatory safety standards exist in both domestic and cross-border e-commerce. However, this challenge seems to be more prevalent in cross-border e-commerce. The third challenge is the non-compliance rates at domestic and cross-border levels. For this reason, the OECD has also given suggestions for consumers to be aware of these complexities before purchasing a product.²⁰

3.4 Dispute Resolution Mechanisms

According to the report published by UNCTAD, COVID plays an important role in increasing online retail sales from 16% to 19% in the year 2020. Furthermore, global e-commerce sales experienced a jump of \$26.7 in 2019, which was approximately 8% in 2018, as per the report. The concepts of mediation and arbitration are already well known, and they have been used in the offline world as well as online. However, the concept of online dispute resolution is still new to the e-commerce platform. Online dispute resolution is an extrajudicial mechanism to resolve disputes on an online platform. The question of why ODR exists is because this mechanism gives convenience to parties, especially when the parties involved in the dispute are from different locations. In addition, it is cost- and speed-effective.

¹⁷ Ibid

¹⁸ Kenneth C. Laudon, Carol Guercio Traver "E-COMMERCE: BUSINESS TECHNOLOGY, AND SOCIETY", SEVENTH EDITION (2021)

¹⁹ Online Product Safety: Trends and Challenges,

²⁰ OECD (2016), "Online Product Safety: Trends and Challenges", OECD Digital Economy Papers, No. 261, OECD Publishing, Paris.

<http://dx.doi.org/10.1787/5jlnb5q93jlt-en>

4. Future Trend and Prospects

4.1 Government regulations

There are two models of e-commerce laws as defined in the FDI Policy, namely the market place model and the inventory model. In India, the Sale of Goods Act regulates information entities' sales and shipping policies. The Indian Contract with the Information Technology Act regulates the requirements relating to the validity of electronic contracts, proposals, acceptance, and communication, as well as contracts between buyers and sellers, privacy policies, and return policies.

5.2 Anticipated legal developments

- **Data Protection and Privacy Regulations**

On August 9, 2023, the Parliament passed a data protection law that mainly prioritised governing the users' data. We can say that this is a stepping stone in the ongoing process of enhancing data protection in the country. The Act mainly focuses on the entities that collect users' data to obtain express user consent before continuing the processing of the personal data. One provision that needs attention is the concept of 'Significant Data Fiduciary' imposing more compliance measures in order to protect the personal data they process. The Act also defined the terms 'data', 'data principles', and data fiduciary broadly.

- **Consumer Protection Measures**

An array of significant consumer protection measures has to be taken into account for strong and resilient regulatory frameworks in advance of India's e-commerce industry's evolution. In light of the growing importance of personal data in online transactions, it is crucial to first and foremost implement appropriate security and privacy laws for data. Using cutting-edge encryption standards to guarantee the confidentiality of digital payments is equally important. As artificial intelligence becomes more prevalent in influencing user experiences, steps must be taken to guarantee algorithmic openness in order to stop unfair or discriminatory behaviours. Customers will be strengthened, and trust can be built, by tightening rules on the disclosure of product information on e-commerce platforms and providing effective dispute resolution processes. As cross-border e-commerce becomes more popular, international cooperation is necessary to protect consumers. Moreover, initiatives that raise awareness and promote digital literacy will give consumers the knowledge and abilities they require in order to safely use online platforms. Finally, it is critical to hold e-commerce platforms responsible for the goods and services provided by independent businesses, which calls for thorough seller verification procedures and explicit responsibility policies. By addressing present issues and foreseeing future requirements, this all-encompassing strategy seeks to establish a safe and supportive environment for India's rapidly growing e-commerce industry.

5.3 The Impact of emerging technologies

There is no doubt that the advancement of technology has transformed the e-commerce industry. Over the last 20 years, the e-commerce industry has been witnessing rapid growth, and technology has become the key factor in this development. Some of the emerging technologies that largely impact e-commerce are AI integration, secured payment gateways, easy buying and selling, and a redefined customer experience. In addition, e-commerce is the most preferred sector, which is most preferred by consumers, and it's moving towards the No. 1 destination.²¹

²¹ Dr Ani Smriti, Mr Rajesh Kumar 'Emerging Trends of e-commerce in India: Challenges and Opportunities' IJCRT (2021)

5.4 *Global harmonization of e-commerce laws*

The global harmonisation of e-commerce regulations is necessary to establish a standard and secure environment for the nascent digital industry. This comprehensive project has multiple aspects. Firstly, governments can establish a shared understanding of e-commerce regulations and lessen uncertainty by harmonising legal definitions and principles. Harmonising privacy and security regulations, emphasising globally accepted standards for user privacy protection, is necessary to address concerns pertaining to the cross-border sharing of private data. Recognizing the value of digital signatures and authorization, a unified approach to their validation strengthens the legal standing of electronic contracts, facilitating reliable and efficient transnational digital transactions.

5 **Conclusion**

This research seeks to provide valuable insights into the evolving jurisprudence relating to the safeguarding of consumer rights in India. By examining jurisprudence and also analysing the various international conventions and organisations that deal with consumer protection, this research seeks to help consumers at large. The study on evolving jurisprudence around consumer protection vis-à-vis the e-commerce industry holds various practical recommendations, key findings, and implications. They are listed as follows:

5.1 Recommendation:

The study's findings can inform evidence-based policy recommendations which enhance the consumer awareness relating to consumer rights and protection. Strong enforcement mechanisms that find and penalize companies that break data protection regulations must be implemented, and regulatory agencies must be empowered to take the necessary action. Mandatory reporting requirements for data breaches increase transparency and enable timely response to security incidents. Gaining people's informed consent and appreciating transparency in data practices are the first steps in developing consumer and e-commerce company trust.

To ensure a just and effective resolution of conflicts pertaining to safeguarding consumers in e-commerce, a strong redressal process must be established. The development of particular online dispute resolution systems or the incorporation of e-commerce issues into current consumer protection frameworks have to be policymakers' top priorities. These processes ought to be simple to use, readily available, and able to address a wide range of problems, such as disagreements over the quality of the product or delivery-related issues. Using alternative conflict resolution procedures, such arbitration or mediation, can speed up the resolution process and lessen the load on established legal institutions. The trustworthiness and efficacy of the redressal system will be improved by clear and open procedures and the proactive participation of consumer protection agencies.

5.2 Summary of key findings:

The research paper examines how the legal system is continually evolving to keep up with technological advancements. One of the primary conclusions is that coherent frameworks for cross-border e-commerce require international cooperation and that national laws must align with international norms. Safeguarding information becomes a top priority when it pertains to privacy issues along with information security threats, underscoring the need for robust legal frameworks and enforcement mechanisms. The report also highlights the critical role that online arbitration systems play in facilitating successful grievance resolution and advocates for how they are incorporated into the framework for consumer protection. Proactive

policymaking is demonstrated to be crucial for ensuring that consumer protection laws stay applicable and effective.

REFERENCES:

1. D Mahipal, K Shankaraiah “E-commerce Growth in India: a Study of Segment’s Contribution” Volume:22 , Issue:2, (2018)
2. Suneeti Rao ‘*Information Technology Act: Consumers’ Perspective*’ (Economic and Political Weekly 2001, Vol. 36, No.37, pp, 3501-3503)
3. VK Agarwal, *Law of Consumer Protection* (2021)(Delhi, Bharat Law House Pvt. Ltd., 1 January).
4. A Nagarathna ‘*Consumer Protection Act,2019- A review of Criminal Sanctions Protecting Consumers*’,(2020)(*IJCLP*, Vol.28, No.50, pp, 62-80).
5. Brian Fitzgerald, Anne Fitzgerald *Internet and E-Commerce law*(2011) (Australia Law book Co. May)
6. Ministry of Consumer Affairs, Food & Public Distribution amritmahatsovpib.gov.in
7. E-commerce Industry in India, ibef.org E-commerce industry Report, August 2023
8. Kenneth C. Laudon, Carol Guercio Traver “E-COMMERCE: BUSINESS TECHNOLOGY, AND SOCIETY”, SEVENTH EDITION (2021)
9. Online Product Safety: Trends and Challenges,
10. OECD (2016), “Online Product Safety: Trends and Challenges”, OECD Digital Economy Papers, No. 261, OECD Publishing, Paris.