

A Study on Jurisdictional Issues in Enforcing Consumer Remedies in International E-Commerce Disputes

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Abstract: *The rapid growth of international e-commerce has revolutionized global trade, providing consumers with access to a vast array of products and services across borders. However, this expansion has also raised significant challenges regarding the enforcement of consumer remedies in disputes arising from cross-border transactions. Jurisdictional issues in enforcing consumer remedies in international e-commerce disputes arise from the complex interplay between national legal systems, the borderless nature of online transactions, and variations in consumer protection laws. These challenges include determining applicable jurisdiction, resolving conflicts of laws, and enforcing remedies across borders. Consumers often face difficulties due to differences in legal standards, procedural hurdles, and the costs of pursuing remedies internationally. Efforts to address these issues include international treaties, harmonization of legal frameworks, and alternative dispute resolution mechanisms, such as online arbitration and mediation, to enhance fairness and accessibility for consumers in global e-commerce. This abstract explores the complexities of jurisdiction in international e-commerce disputes, focusing on key issues such as the determination of applicable law, the recognition and enforcement of foreign judgments, and the role of alternative dispute resolution mechanisms. It examines how jurisdictional clauses, choice of law agreements, and digital platform policies impact consumers ability to seek redress. Furthermore, it highlights the imbalance of power between consumers and multinational corporations, which exacerbates these enforcement challenges. By addressing jurisdictional hurdles, this research aims to contribute to the development of a more transparent and consumer-friendly global e-commerce environment.*

Keywords: E-commerce, Consumer Remedies, Jurisdictional Issues, Alternative Dispute Resolution, Digital Marketplace