

# A Study on E-Commerce and Consumer Protection in India Along with International Standards

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**Abstract:** *This study examines the existing legislative framework in India that safeguards the interests of online customers in light of the rapidly expanding e-commerce sector and its impact on consumer preferences for online shopping. Electronic commerce platforms allow for Internet-enabled trade in unprecedented ways. One of the main drivers underlying e-commerce growth is the rise in the number of individuals using the Information and Communication Technology (ICT) as a platform to trade.. This article analyses the present trends in consumer law in e-commerce in India and the challenges faced in protecting the consumers in the virtual online space..Important conclusions include the following: cash on delivery is the preferred method of payment for online purchases; website content and efficient customer support services foster consumer confidence; and safe and dependable systems are critical to the success of e-business firms.. In addition to elements like website information, customer service, warranty, security, privacy, and redressal, laws protecting consumer rights in e-commerce also have an impact on consumers' confidence. Expanding e-commerce appears to be promising given the strong legal framework and consumer protection policies in place. The findings add to the body of knowledge on e-commerce and the protection of consumer rights by clarifying the critical elements influencing customer loyalty and trust as well as providing an insightful viewpoint on e-consumer protection in the Indian context with wider implications.*

**Keywords:** E-commerce, consumer protection, international standard, Consumer Protection Act, 2019, Consumer Protection (E-commerce) Rules, 2020