

# A Study on the Legal Issues Surrounding Product Liability and Consumer Protection in the Age of E-Commerce in India

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**Abstract:** *The rapid growth of e-commerce has revolutionised the way people shop, providing convenience and access to a wide range of products. However, this digital transformation has also given rise to unique legal challenges regarding product liability and consumer protection. This abstract provides an overview of the key legal issues associated with product liability and consumer protection in the age of e-commerce. Product liability in e-commerce involves holding online sellers, platforms, and manufacturers accountable for defective or dangerous products. Traditional product liability laws designed for physical retail environments must be adapted to address the complexities of the online marketplace. The major objective of the research is to identify and analyse the legal issues related to product liability in the context of e-commerce. The research method used here is an empirical method. Convenient sampling method is used to collect the sample. A total of 200 samples have been collected online. The study found that the involvement of multiple parties, including manufacturers, online marketplaces, and third-party sellers, can complicate the determination of liability when defective products cause harm to consumers. India's consumer protection laws must be adapted and strengthened to encompass the specific challenges arising from online transactions. These laws should emphasise the disclosure of accurate information, the right to withdraw from purchases, data privacy protection, and effective dispute resolution mechanisms.*

**Keywords:** Liability, Online transactions, E-commerce, Product Liability, Consumer, Manufacture