Status of E-Consumers in India- Consumer Welfare Index

**Summary**

**Number of Total Valid Respondents:** 1951 (almost equal number of male-female; diverse ages and education background; through purposive random sampling in different parts of India representing all regions)

**The Consumer Welfare Scorecard**

(Scores mentioned above are average respondent scores out of a maximum of 5)

**Reasons, Benefits and Preference**

Why did you decide to use e-commerce platforms for the first time?

- Ease and convenience of online shopping: 71.40%
- Greater variety of products and brands: 63.20%
- Discounted and low priced products: 66.63%
- Products unavailable in nearby places: 36.85%
- Curiosity of buying online: 40.80%
- Recommended by family & friends: 29.98%
‘Online’ as Preferred Mode of Shopping

Perceived Benefits E-Commerce

- 63% - Cost saving
- 82% - Time saving
- 85% - Safe in times of pandemic

Consumers’ Expectations for Improvement

Please rate the level of improvement required for each parameter basis your experience of shopping online, on a scale of 1 to 5

Convenience: 3.71
Cost-Effectiveness: 3.76
Healthier Competition: 3.80
Grievance Redressal: 3.86
Consumer Confidence: 3.93

There is high degree of consumer welfare in e-commerce.
This should not be disturbed through sub-optimal regulatory interventions.

Recommendations

For the Government:
- Revisit the proposed amendments to the Consumer Protection (E-Commerce) Rules, 2020. Refer Cuts recommendation here
- Draft the long pending National E-commerce Policy.
- Ensure fair competition in the e-commerce market by aggressively implementing the Competition Act, 2002.

For E-Commerce Platforms:
- Adopt transparent data processing practices and ensure adequate cyber-security
- Adopt Convenient Grievance Redressal Mechanisms
- Avoid Anti-Competitive Practices and ensure platform neutrality

For online sellers:
- Avoid misleading advertisements and mis-selling of products online