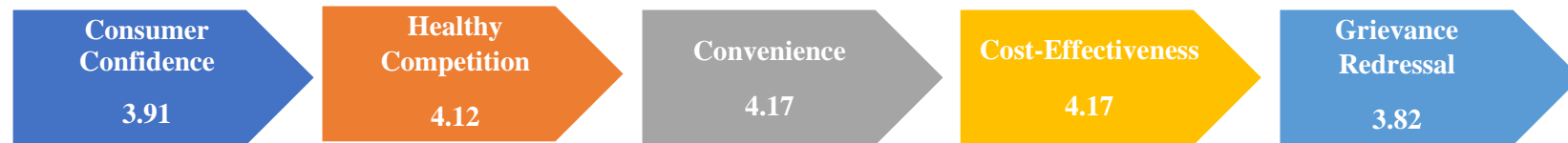


Status of E-Consumers in India- Consumer Welfare Index

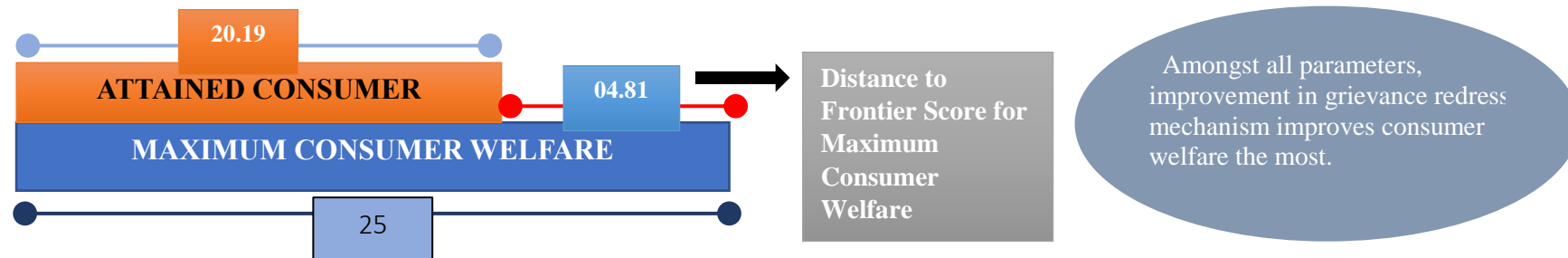
Summary

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%	Products unavailable in nearby places: 36.85%
Greater variety of products and brands: 63.20%	Curiosity of buying online: 40.80%
Discounted and low priced products: 66.63%	Recommended by family & friends: 29.98%

'Online' as Preferred Mode of Shopping



Electronics and Appliances – 72%

Apparels and Footwear – 69%

Personal Care and Hygiene – 69%

Grocery – 46%

Home and Kitchen- 45%

Books and Stationery – 36%

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



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.
- Enact the Data Protection Bill, 2021.
- 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