



# INTERNATIONAL JOURNAL FOR LEGAL RESEARCH AND ANALYSIS

Open Access, Refereed Journal Multi Disciplinary  
Peer Reviewed Edition :

[www.ijlra.com](http://www.ijlra.com)

## **DISCLAIMER**

No part of this publication may be reproduced or copied in any form by any means without prior written permission of Managing Editor of IJLRA. The views expressed in this publication are purely personal opinions of the authors and do not reflect the views of the Editorial Team of IJLRA.

Though every effort has been made to ensure that the information in Volume 2 Issue 7 is accurate and appropriately cited/referenced, neither the Editorial Board nor IJLRA shall be held liable or responsible in any manner whatsoever for any consequences for any action taken by anyone on the basis of information in the Journal.

Copyright © International Journal for Legal Research & Analysis

IJLRA

## **EDITORIAL TEAM**

### **EDITORS**



### **Megha Middha**

*Megha Middha, Assistant Professor of Law in Mody University of Science and Technology, Lakshmangarh, Sikar*

*Megha Middha, is working as an Assistant Professor of Law in Mody University of Science and Technology, Lakshmangarh, Sikar (Rajasthan). She has an experience in the teaching of almost 3 years. She has completed her graduation in BBA LL.B (H) from Amity University, Rajasthan (Gold Medalist) and did her post-graduation (LL.M in Business Laws) from NLSIU, Bengaluru. Currently, she is enrolled in a Ph.D. course in the Department of Law at Mohanlal Sukhadia University, Udaipur (Rajasthan). She wishes to excel in academics and research and contribute as much as she can to society. Through her interactions with the students, she tries to inculcate a sense of deep thinking power in her students and enlighten and guide them to the fact how they can bring a change to the society*

### **Dr. Samrat Datta**

*Dr. Samrat Datta Seedling School of Law and Governance, Jaipur National University, Jaipur. Dr. Samrat Datta is currently associated with Seedling School of Law and Governance, Jaipur National University, Jaipur. Dr. Datta has completed his graduation i.e., B.A.LL.B. from Law College Dehradun, Hemvati Nandan Bahuguna Garhwal University, Srinagar, Uttarakhand. He is an alumnus of KIIT University, Bhubaneswar where he pursued his post-graduation (LL.M.) in Criminal Law and subsequently completed his Ph.D. in Police Law and Information Technology from the Pacific Academy of Higher Education and Research University, Udaipur in 2020. His area of interest and research is Criminal and Police Law. Dr. Datta has a teaching experience of 7 years in various law schools across North India and has held administrative positions like Academic Coordinator, Centre Superintendent for Examinations, Deputy Controller of Examinations, Member of the Proctorial Board*



## Dr. Namita Jain



*Head & Associate Professor*

*School of Law, JECRC University, Jaipur Ph.D. (Commercial Law) LL.M., UGC -NET Post Graduation Diploma in Taxation law and Practice, Bachelor of Commerce.*

*Teaching Experience: 12 years, AWARDS AND RECOGNITION of Dr. Namita Jain are - ICF Global Excellence Award 2020 in the category of educationalist by I Can Foundation, India. India Women Empowerment Award in the category of "Emerging Excellence in Academics by Prime Time & Utkrisht Bharat Foundation, New Delhi.(2020). Conferred in FL Book of Top 21 Record Holders in the category of education by Fashion Lifestyle Magazine, New Delhi. (2020). Certificate of Appreciation for organizing and managing the Professional Development Training Program on IPR in Collaboration with Trade Innovations Services, Jaipur on March 14th, 2019*

## Mrs.S.Kalpana

*Assistant professor of Law*

*Mrs.S.Kalpana, presently Assistant professor of Law, VelTech Rangarajan Dr. Sagunthala R & D Institute of Science and Technology, Avadi. Formerly Assistant professor of Law, Vels University in the year 2019 to 2020, Worked as Guest Faculty, Chennai Dr.Ambedkar Law College, Pudupakkam. Published one book. Published 8 Articles in various reputed Law Journals. Conducted 1 Moot court competition and participated in nearly 80 National and International seminars and webinars conducted on various subjects of Law. Did ML in Criminal Law and Criminal Justice Administration. 10 paper presentations in various National and International seminars. Attended more than 10 FDP programs. Ph.D. in Law pursuing.*



## Avinash Kumar



*learning.*

*Avinash Kumar has completed his Ph.D. in International Investment Law from the Dept. of Law & Governance, Central University of South Bihar. His research work is on "International Investment Agreement and State's right to regulate Foreign Investment." He qualified UGC-NET and has been selected for the prestigious ICSSR Doctoral Fellowship. He is an alumnus of the Faculty of Law, University of Delhi. Formerly he has been elected as Students Union President of Law Centre-1, University of Delhi. Moreover, he completed his LL.M. from the University of Delhi (2014-16), dissertation on "Cross-border Merger & Acquisition"; LL.B. from the University of Delhi (2011-14), and B.A. (Hons.) from Maharaja Agrasen College, University of Delhi. He has also obtained P.G. Diploma in IPR from the Indian Society of International Law, New Delhi. He has qualified UGC - NET examination and has been awarded ICSSR - Doctoral Fellowship. He has published six-plus articles and presented 9 plus papers in national and international seminars/conferences. He participated in several workshops on research methodology and teaching and*

## **ABOUT US**

INTERNATIONAL JOURNAL FOR LEGAL RESEARCH & ANALYSIS

ISSN

2582-6433 is an Online Journal is Monthly, Peer Review, Academic Journal, Published online, that seeks to provide an interactive platform for the publication of Short Articles, Long Articles, Book Review, Case Comments, Research Papers, Essay in the field of Law & Multidisciplinary issue. Our aim is to upgrade the level of interaction and discourse about contemporary issues of law. We are eager to become a highly cited academic publication, through quality contributions from students, academics, professionals from the industry, the bar and the bench. INTERNATIONAL JOURNAL FOR LEGAL RESEARCH & ANALYSIS ISSN 2582-6433 welcomes contributions from all legal branches, as long as the work is original, unpublished and is in consonance with the submission guidelines.

**AN EMPIRICAL STUDY OF THE PUBLIC OPINION ON  
THE PERCEPTION, AWARENESS, AND  
ENFORCEMENT OF THE CONSUMER PROTECTION  
ACT 2019**

AUTHORED BY - O.T. SATHYAMOORTHY<sup>1</sup>

1<sup>st</sup> year, B.A.LL.B., (Hons),

Saveetha School of Law,

Saveetha Institute of Medical and Technical Sciences (SIMATS) Chennai-600077

Email I'd - [otsathyamoorthi@gmail.com](mailto:otsathyamoorthi@gmail.com)

**ABSTRACT:**

The Consumer Protection Act of 2019 is a pivotal legal enactment aimed at fortifying consumer rights and interests in contemporary markets. Made to make the Consumer Protection Act 1986, encompass the growing field of e-commerce. This legislation stands as a vital tool for promoting transparency, accountability, and fairness in commercial transactions, fostering a more secure and equitable environment for consumers. In this light, this paper seeks to study the perception of the Consumer Protection Act in Chennai, analyze the awareness of consumer rights in Chennai, and analyze whether there is enforcement of consumer rights. This paper uses convenient sampling and collects 202 samples around Chennai to use as data to discuss this matter. This research found that there is a lack of awareness about the Consumer Protection Act 2019, a negative perception surrounding the effectiveness of the statute, and a lack of desire to enforce rights granted through this statute due to difficulties in enforcing it. This research suggests conducting awareness camps and providing increased legal aid to empower ordinary citizens to enforce their rights under the Consumer Protection Act 2019, initiatives to overcome the perceived difficulty in enforcing consumer rights, including targeted awareness campaigns, implementation of commercial advertisements to promote its use and investigations to understand and rectify the reasons behind the negative perception as possible policies to supplement the findings.

---

<sup>1</sup>Author, 1st year, B.A.LL.B., (Hons), Saveetha School of Law, Saveetha Institute of Medical and Technical Sciences (SIMATS), Chennai-600077, [otsathyamoorthi@gmail.com](mailto:otsathyamoorthi@gmail.com)

**KEYWORDS:** Consumer, Consumer Protection, Law, Justice, Consumer Rights

## **INTRODUCTION:**

The first statute concerning consumer protection in India The Consumer Protection Act 1986 emerged during the era of globalization and liberalization where the businesses in India encountered a massive wave of competition. And with this competition came an influx of adulterated and low-quality goods.

This sudden influx resulted in a situation where the rights of the consumers were grossly infringed. For this purpose, the first statute was created. It defended the rights of the consumers and allowed them to claim remedies for any infringement of rights. And with this statute bad faith business practices such as adulteration or false and misleading advertisements were cracked down

Later the Consumer Protection Act 1986 was amended in 2019, to contain provisions relating to the growing industry of e-commerce. It was introduced in a period when the industry of e-commerce had seen massive development, industries such as Amazon, Flipkart, BigBasket, etc., had started to grow massively. And the previously existing statute needed to be equipped to handle it.

There are many factors affecting this topic such as corporate social responsibility, consumer complaints, and Consumer's intention to purchase. India is a nation with a population of about 1.42 billion individuals and plays host to 17% of the world's population and due to this massive implementation of most statutes is an issue. Understanding a topic often aids in solving problems related to the issue. In this light, this paper sought to study the perception of the Consumer Protection Act in Chennai, to analyze the awareness of consumer rights in Chennai, and to analyze whether there is enforcement of consumer rights.

## **OBJECTIVES:**

- a) To study the perception of the Consumer Protection Act in Chennai
- b) To analyze the awareness of consumer rights in Chennai
- c) To analyze whether there is enforcement of consumer's rights

## REVIEW OF LITERATURE:

**Dr. Chatar Singh Negi (2020)** studied the meaning and implications of empowering consumers. The research is descriptive and uses secondary sources of data. The research concluded that even though there were several laws, unfair trade practices, and misleading advertisements were still rampant.

**Neelam Chawla et.al. (2021)** analyzed the current Indian legal framework that protects online consumers' interests. A structured questionnaire was used to collect data from 290 e-consumers. The research found that lack of trust in goods and their suppliers/manufacturers was one of the primary reasons for people not buying online. And that the Consumer Protection Act helped lower this lack of trust.

**Wenjie Zhao (2010)** investigated the motivation for seeking redress from the firms and the third-party complaint process. The research collected data from 890 complainers through interviews. The study revealed that the consumer's complaint intention is predicted by the knowledge of consumer rights and consumer agencies and the importance of the product.

**C. Yasodha et.al (2022)**. they assessed the awareness and satisfaction of consumers on consumer legislation in India. 300 samples were sampled under convenient sampling to collect data for the research. The study found that consumers are less aware of consumer laws and have not yet reached satisfaction with the implementation of legislation.

**Dr. Upender Sethi (2017)** analyzed the perception of consumers towards the Consumer Protection Act of 1986. 500 samples were collected through purposive/convenience sampling. The study found that awareness of consumers is low and due to this, the enforcement of their rights could be higher.

**Md. Abul Kalam Azad (2013)** identified the present status of consumers and the problems faced by them. 100 consumers were sampled through convenient sampling to collect data for the survey. The study found that consumers have faced various problems such as adulterations, inconsistent high prices, deceptive advertising, packaging & branding, labeling, malpractices, false information about goods and services, and shortage in weight measures.

**M. Kriese et. Al. (2019)** examined the link between financial consumer protection (FCP) and economic growth. The research used cross-country data on 114 countries surveyed in the World Bank Global Survey on FCP and Financial Literacy (2013). The results indicate that FCP enhances economic growth through fair treatment, responsible lending, enforcement and dispute resolution, and recourse regulations.

**Sahar Jalal et.al. (2022)** examined the effect of deceptive brand image on consumer purchase intention, with consumer attitude as a mediator. A random sampling technique was used to collect data from 175 individuals. The research found that honest brand marketing is beneficial in increasing the attitude toward the brand.

**Brij Mohan Dutta (2019)** explored people's perceptions of the Consumer Protection Act in India. The researcher collected data through random sampling. The research found that the consumer protection act had been successful in defending Indian consumer's interests.

**P. Uma Maheshwari Devi (2016)** studied the level of awareness among educated and uneducated consumers about Consumer rights. 1000 consumers were sampled through purposive sampling to collect data. The study found that education did not create much difference in the level of awareness, the majority of consumers do not know Consumer Rights and laws. A positive correlation was found between Consumer Perceptions, buying Practices, and Problems.

**MZM Nomani et. al., (2019)** examined whether the Consumer Protection Act 2019 exonerated doctors from liability for defective services and negligence of duty. A literature review was done to study the same. The research found that medical services do come under the purview of the Consumer Protection Act 2019 and it did not exonerate doctors from liability for defective services, and negligence of duty.

**S. Jothi Poorna (2020)** analyzed the Consumer Protection Act 2019 and the difference between the 2019 and 1986 enactment of the statute. A literature review was conducted to study the same. The research found that the 2019 enactment of the statute helped to deal with the new issue of consumer protection in a digital market

**K.B. Bello et. al., (2016)** studied the relationship between consumer's awareness of their rights

and corporate social responsibility. The paper utilized a literature review to study the same. The study found that there is a higher degree of corporate social responsibility when there is an increase in consumer's awareness of their rights.

**Ishwar Mittal et. al., (2013)** analyzed the consumers' awareness and utilization of consumer rights given under the Consumer Protection Act. The research utilized a structured questionnaire and collected data from 600 respondents to study the subject. The study found that even if consumers were aware of the existence of the Consumer Protection Act, they did not know the procedure to enforce their rights.

**Ishwar Mittal et. al., (2015)** analyzed the awareness level of consumers towards various consumer protection legislations enacted in India to protect the interest of consumers. The research used a structured questionnaire and collected data from 600 respondents to study the subject. The research found that consumers were aware of only 1/4th of the then-currently enacted consumer protection legislation.

**Dr. Neetu Sharma (2013)** studied the general awareness among consumers of consumer protection. The research used a structured questionnaire and collected data from 50 respondents to study the subject. The research found that consumer awareness is growing day by day and discussed suggestions to improve the enforcement of consumer rights.

**C. Natarajan (2017)** studied the awareness of women regarding consumer rights in the rural context. 100 rural women were sampled through purposive sampling to study the subject. The research found that various factors such as age groups, educational status, income groups, and occupations affected awareness.

**Suhail Nathani (2017)** studied the relationship between the Consumer Protection Act 2019 and the Competition Act. The research conducted a review of the literature to study the same. The research found that the Competition Act takes precedence in cases of overlap between the statutes.

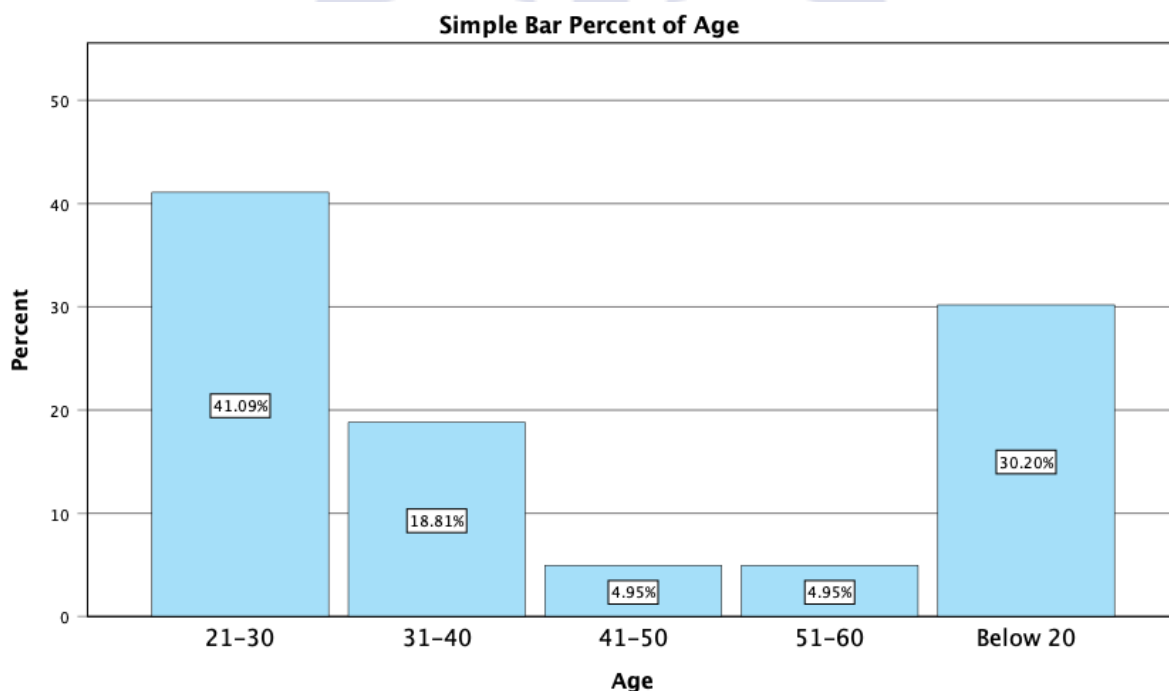
**Mallikarjun S Ballur (2020)** studied the awareness of faculty in a private hospital and college on the Consumer Protection Act 2019. The research used a structured questionnaire to sample the faculty to study the subject. The research found that the samples had a poor awareness of the matter.

Suné Donoghue (2009) studied consumer complaint behavior. The research conducted a review of the literature to study the same. The research found that effective consumer suggestion implementations reduce consumer complaints.

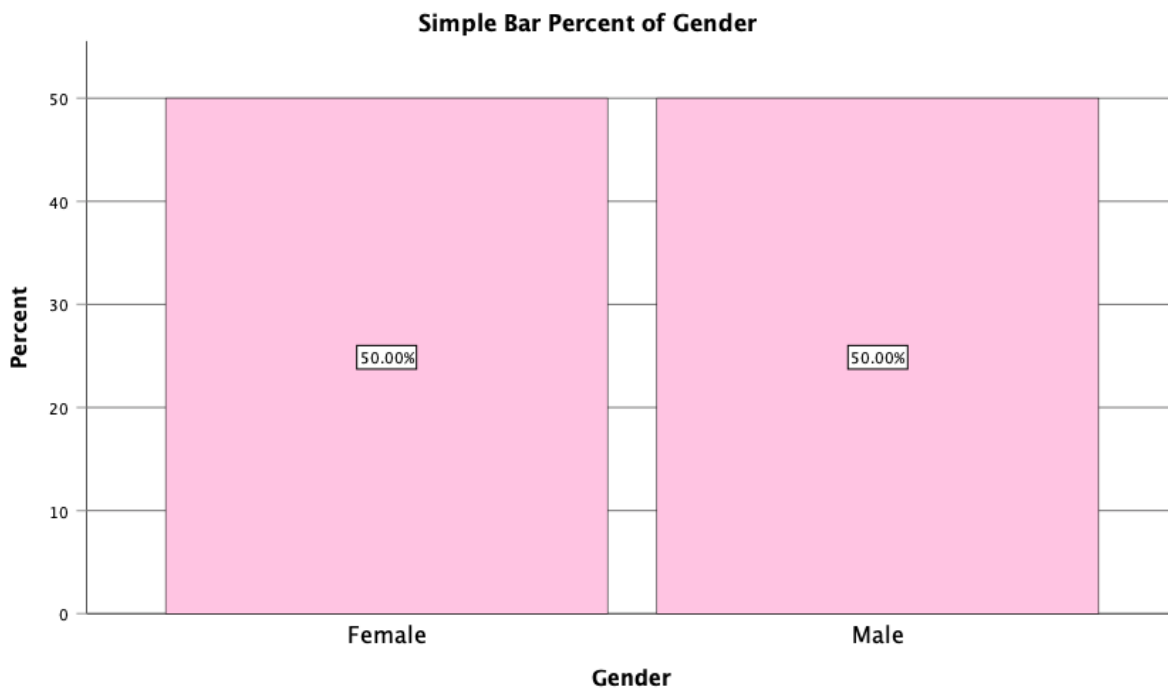
### METHODOLOGY:

The present study is based on the descriptive method. Primary data was collected through a structured questionnaire using a convenient sampling method. The research collected a total of 202 responses around Chennai to examine this issue. The Independent variables utilized in this study are age, gender, occupation, place of residence, and educational qualification of the respondent. The dependent variables used in this research are awareness about the fact that you can claim remedy for default in service through the Consumer Protection Act 2019, agreeability with the statement that even ordinary citizens can claim remedy through the Consumer Protection Act 2019, opinion on level of difficulty for ordinary citizens to claim remedy for violation of their rights as citizens, opinion on whether they would claim remedy if they were sold a faulty product, Opinion on whether a person can claim remedy for medical negligence through Consumer Protection Act 2019, Rating on effectiveness of consumer protection act 2019. The tools used for analysis are pie charts and bar graphs through SPSS.

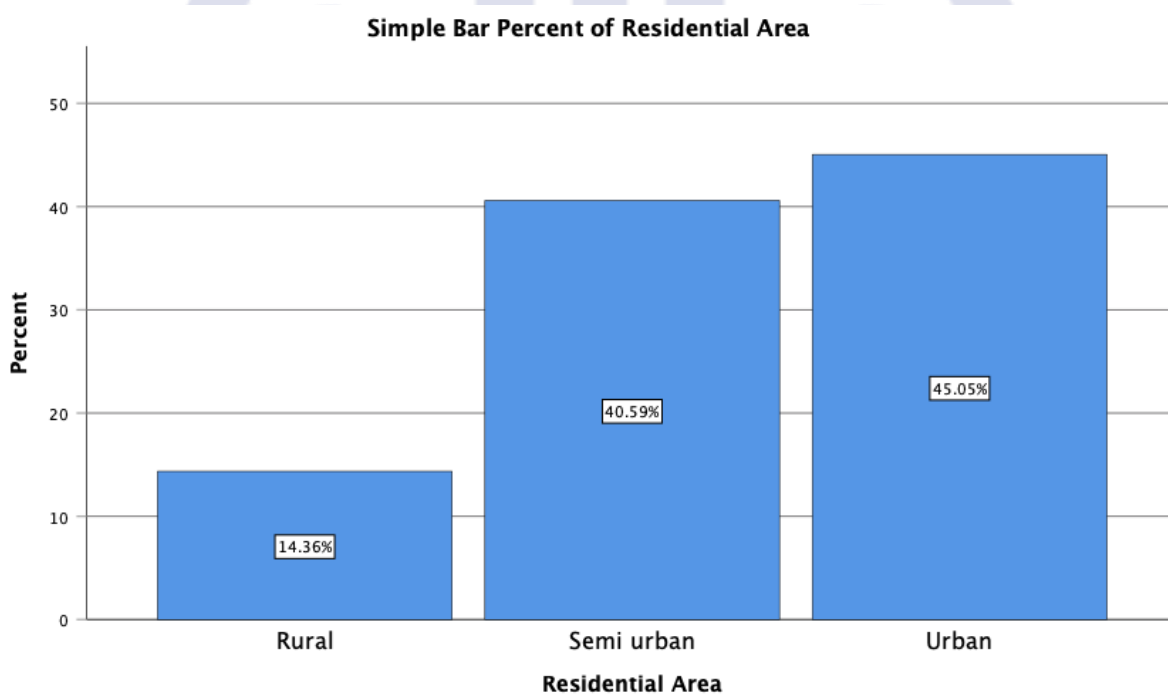
### ANALYSIS:



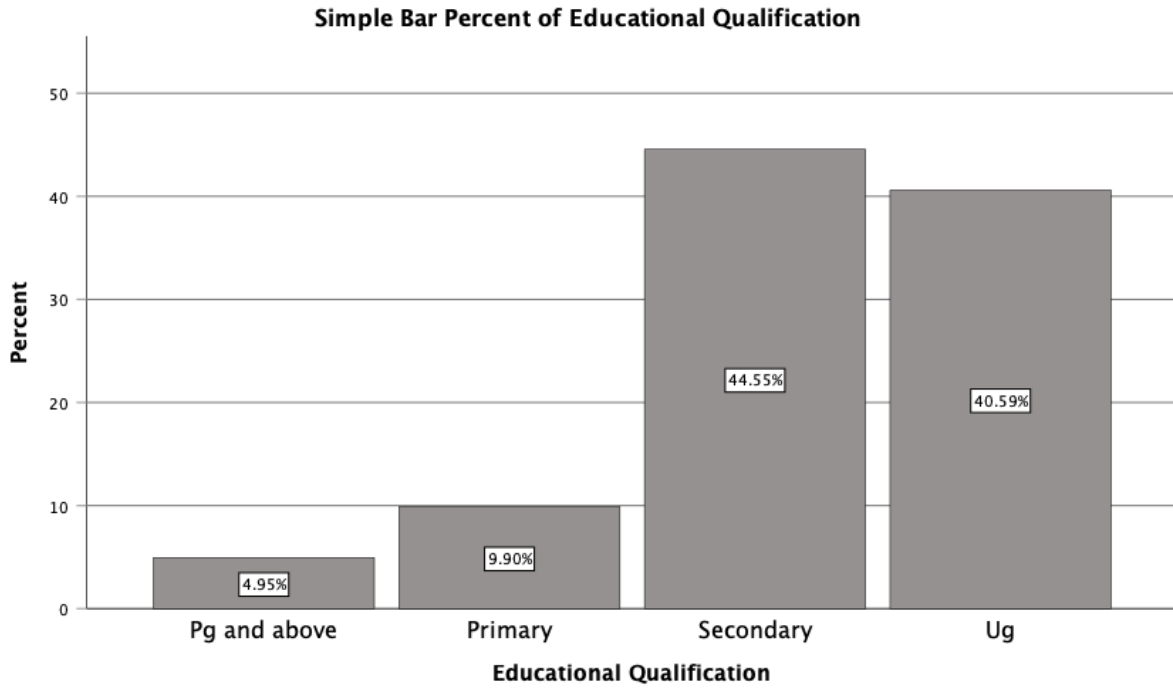
Legend: Figure 1 showing the age distribution of sample respondents



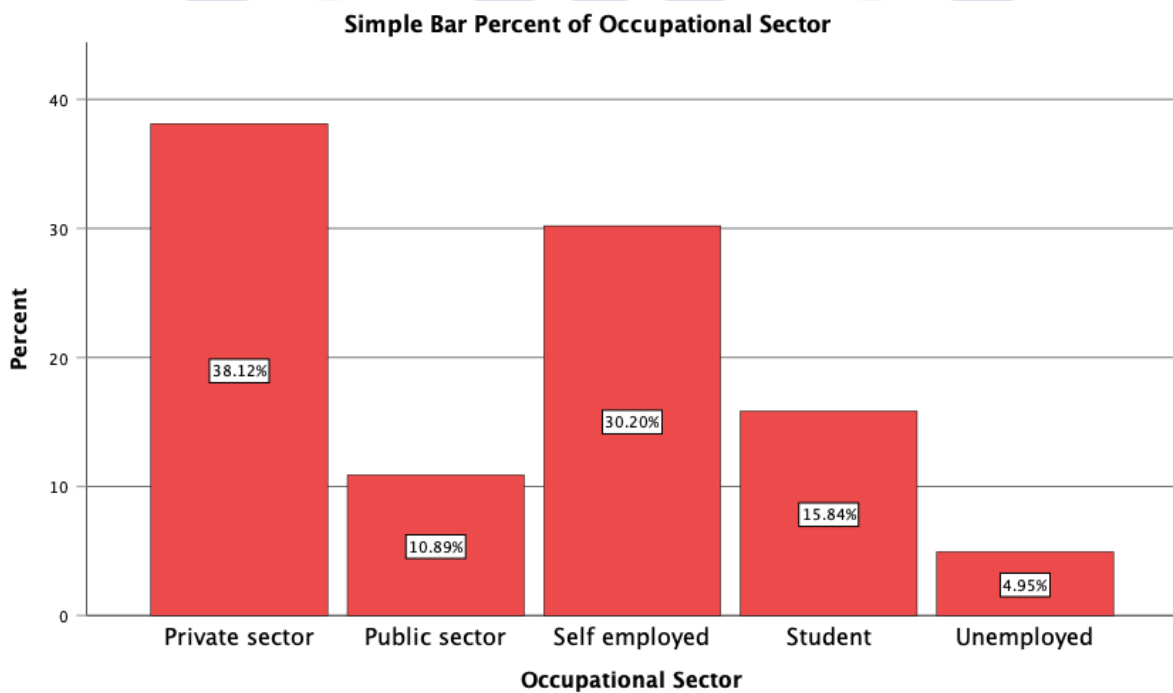
Legend: Figure 2 shows the gender distribution of sample respondents



Legend: Figure 3 shows the residential area distribution of sample respondents

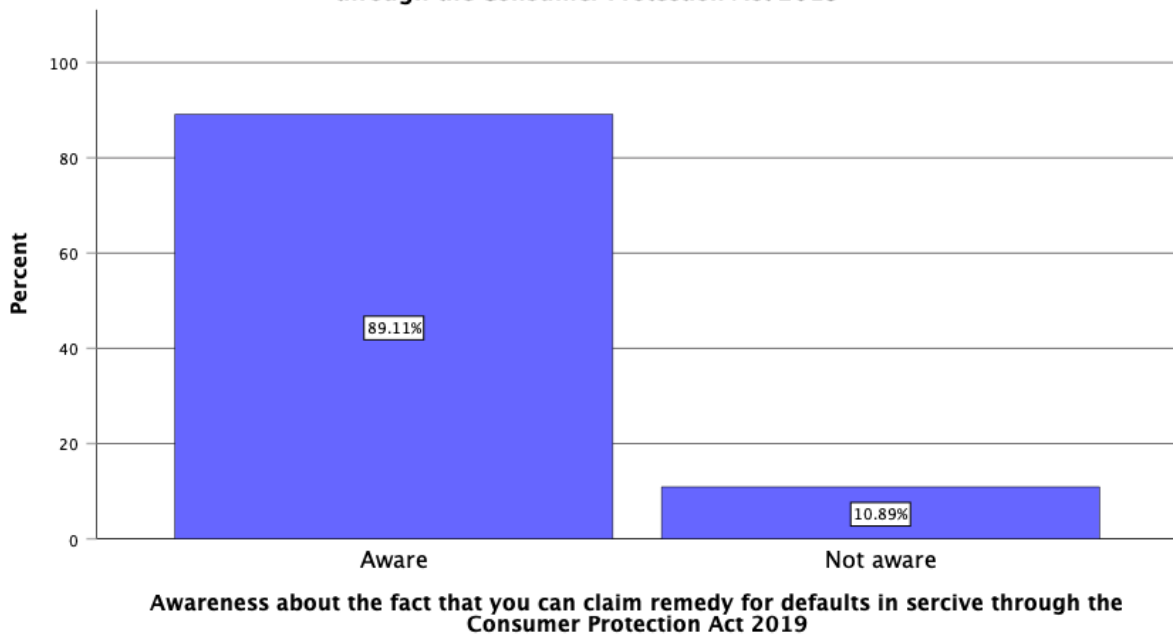


Legend: Figure 4 shows the educational qualification distribution of sample respondents



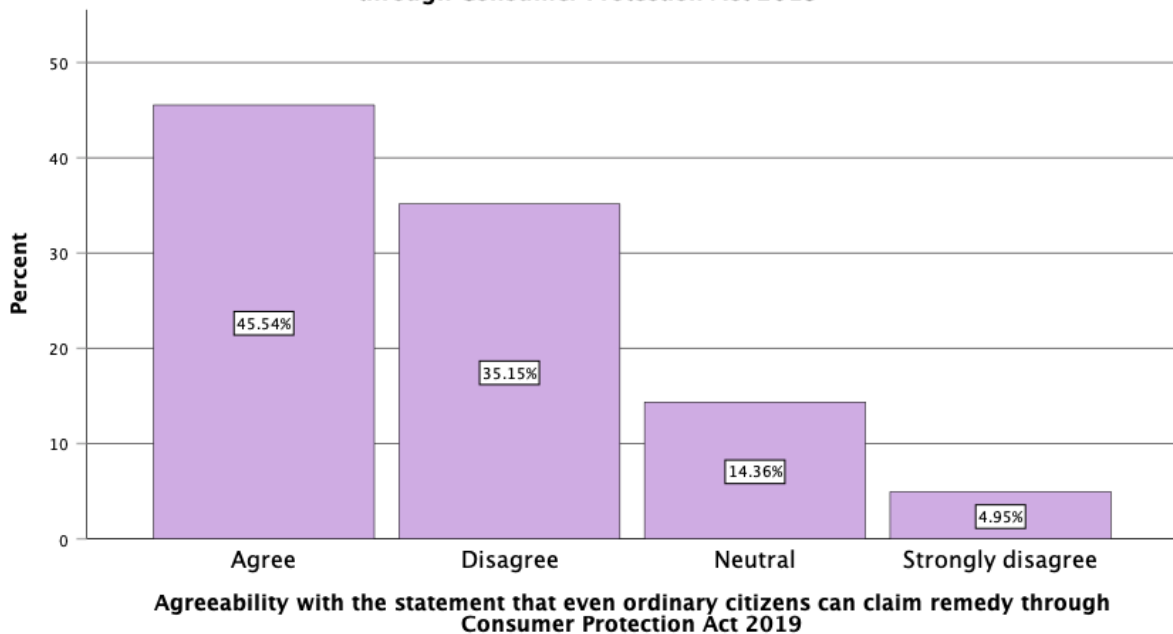
Legend: Figure 5 shows the occupational sector distribution of sample respondents

**Simple Bar Percent of Awareness about the fact that you can claim remedy for defaults in service through the Consumer Protection Act 2019**



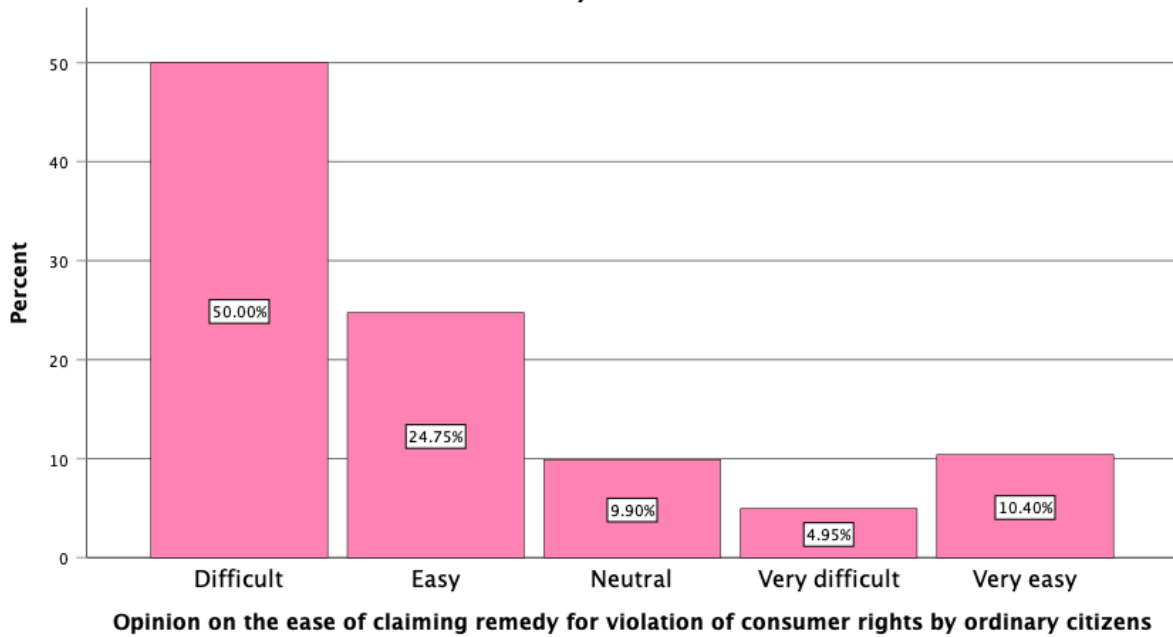
Legend: Figure 6 shows awareness about the fact that you can claim remedy for defaults in service through the Consumer Protection Act 2019 distribution of sample respondents

**Simple Bar Percent of Agreeability with the statement that even ordinary citizens can claim remedy through Consumer Protection Act 2019**



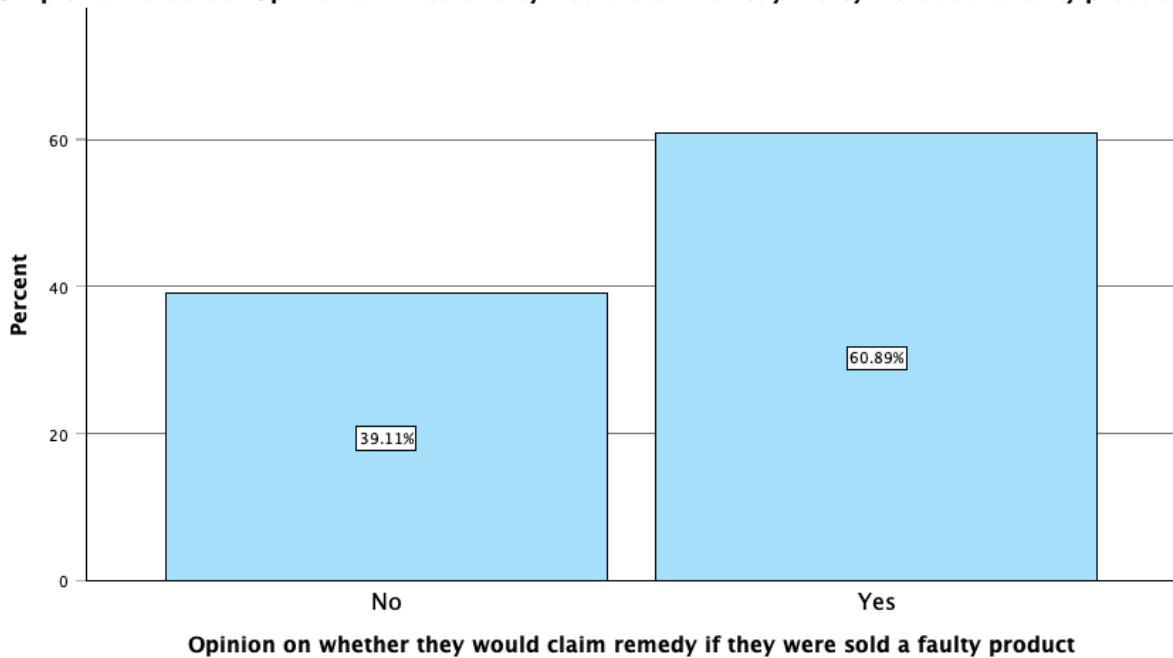
Legend: Figure 7 shows agreeability with the statement that even ordinary citizens can claim remedy through the Consumer Protection Act 2019 distribution of sample respondents

**Simple Bar Percent of Opinion on the ease of claiming remedy for violation of consumer rights by ordinary citizens**

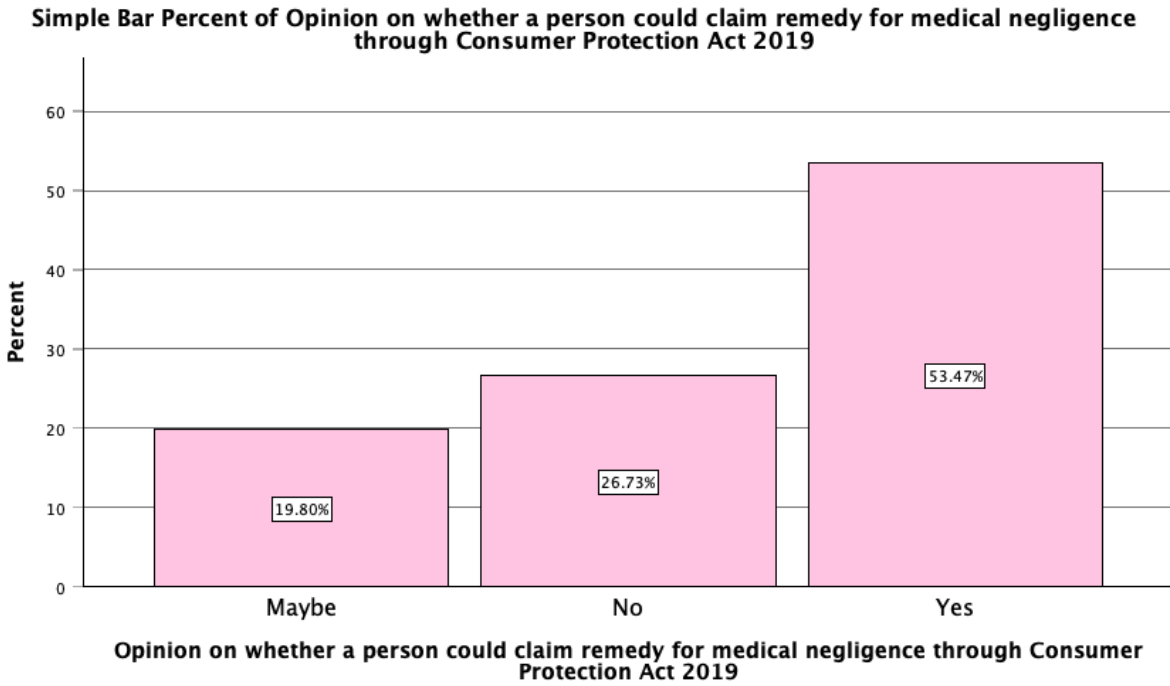


Legend: Figure 8 shows opinions on the ease of claiming remedy for violation of consumer rights by ordinary citizens

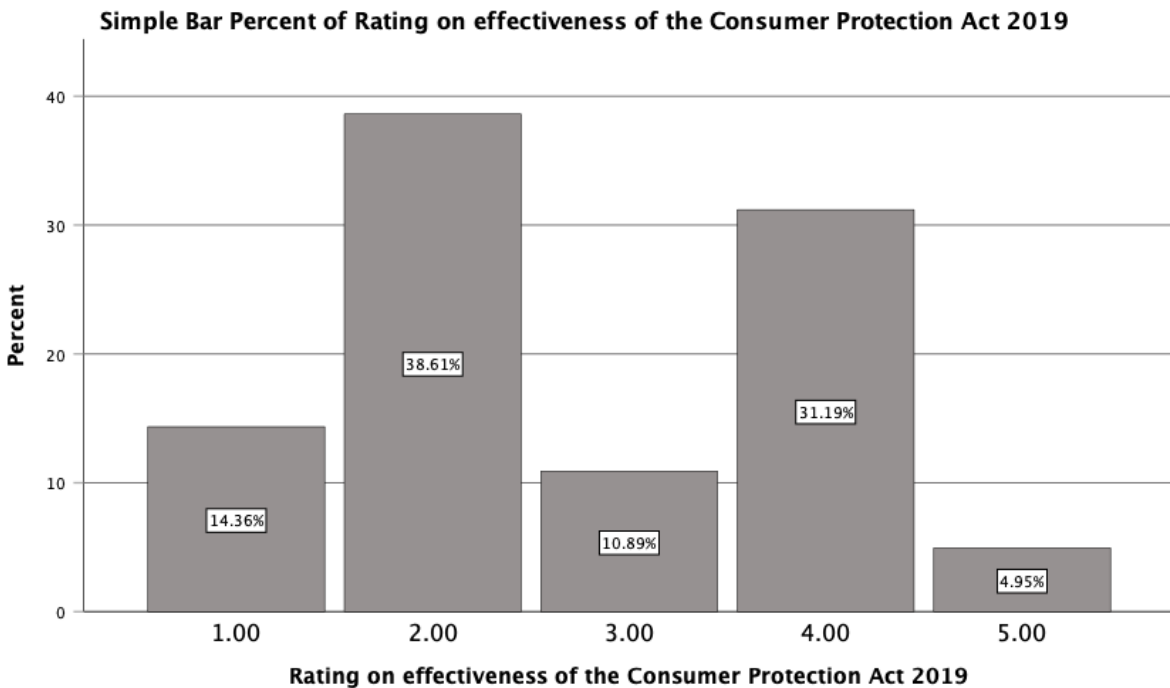
**Simple Bar Percent of Opinion on whether they would claim remedy if they were sold a faulty product**



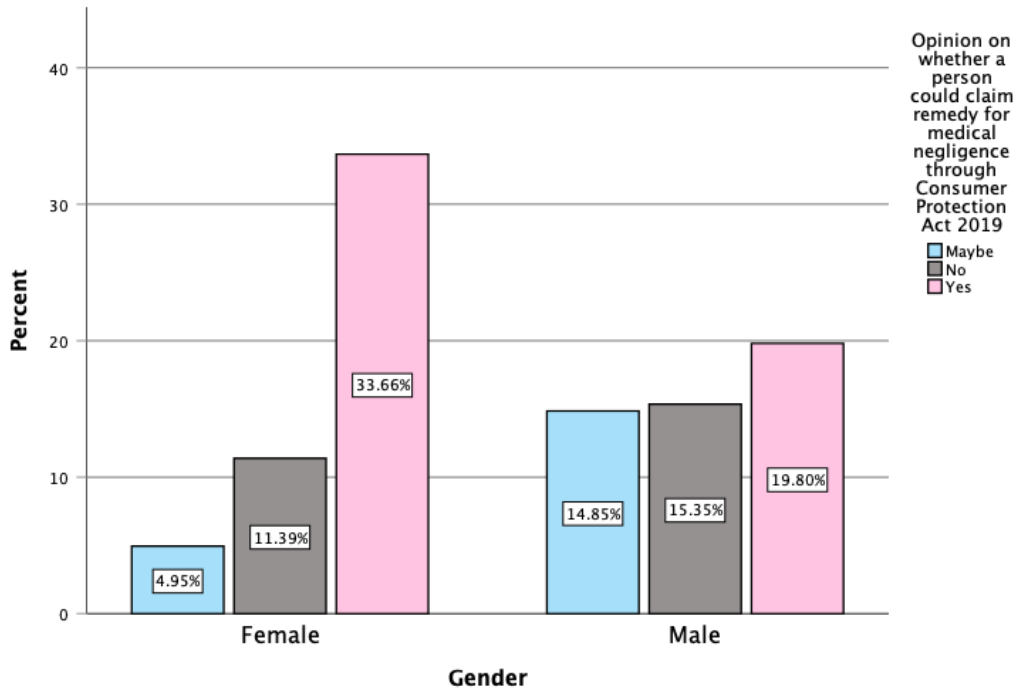
Legend: Figure 9 shows opinions on whether they would claim remedy if they were sold a faulty product distribution of sample respondents



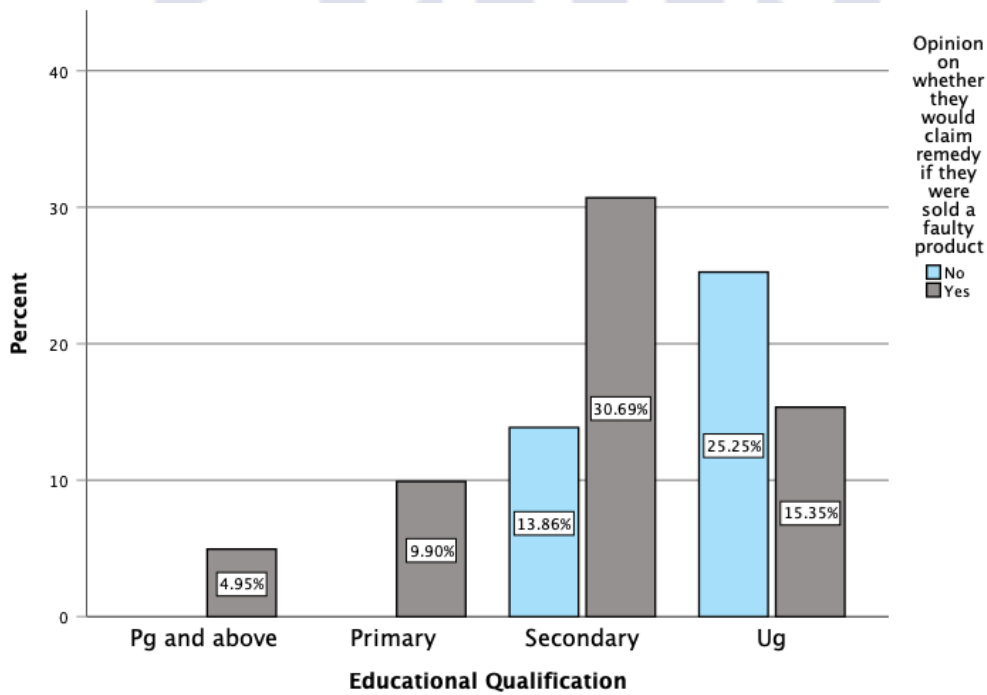
Legend: Figure 10 shows opinions on whether a person could claim remedy for medical negligence through the Consumer Protection Act 2019 distribution of sample respondents



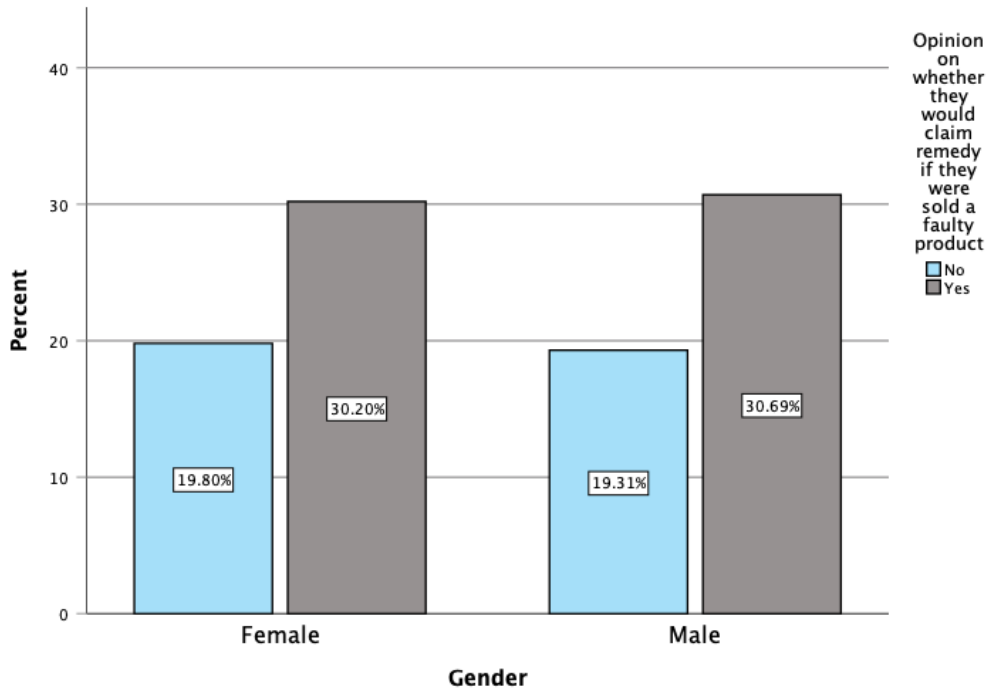
Legend: Figure 11 shows rating on the effectiveness of the Consumer Protection Act 2019



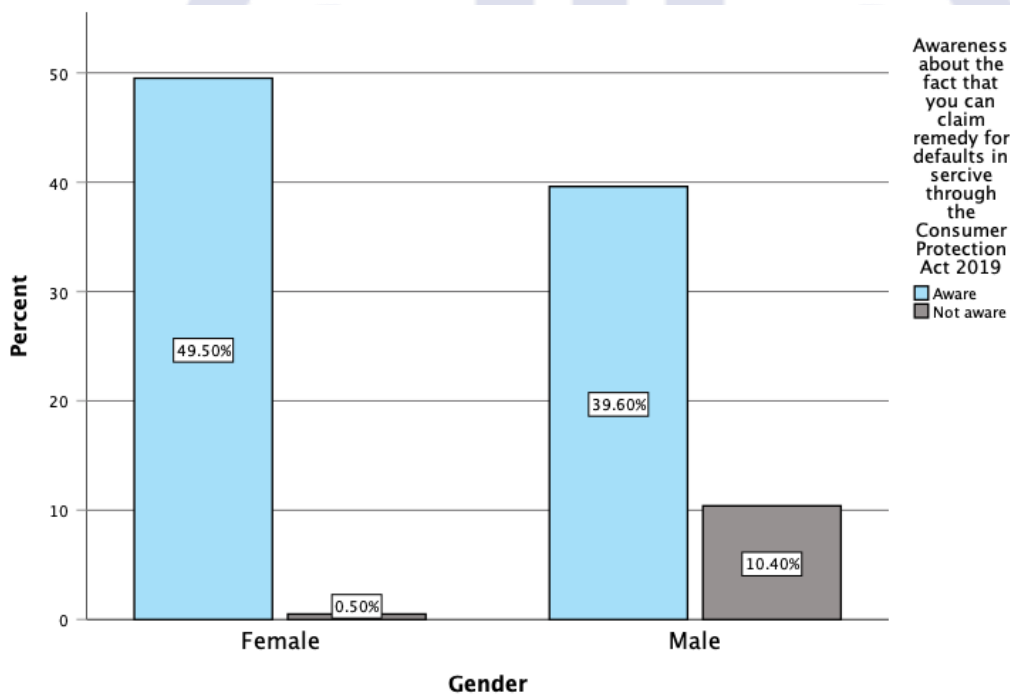
Legend: Figure 12 shows the gender distribution of sample respondents with relation to opinions on whether a person could claim remedy for medical negligence through the Consumer Protection Act 2019



Legend: Figure 13 shows the educational qualification distribution of sample respondents by opinion on whether they would claim remedy if they were sold a faulty product



Legend: Figure 14 shows the gender distribution of sample respondents by opinion on whether they would claim remedy if they were sold a faulty product



Legend: Figure 15 shows the gender distribution of sample respondents by awareness about the fact that you can claim remedies for defaults in service through the Consumer Protection Act 2019.

## RESULTS:

It is revealed that 41.09% of sample respondents are of ages 21 to 30, 18.81% 31 to 40, 4.95% 41 to 50, 4.95% 51 to 60, and 30.2% below 20(Fig:1)

It is revealed that 50% of sample respondents are female and 50% are male(Fig:2)

It is revealed that 14.36% of sample respondents reside in rural regions, 40.59% semi-urban, and 45.05% urban(Fig:3)

It is revealed that 4.95% of sample respondents have completed postgraduate or above, 9.9% primary schooling, 44.55% secondary schooling, and 40.59% Undergraduate(Fig:4)

It is revealed that 38.12% of sample respondents work in the private sector, 10.89% public sector, 30.2% are self-employed, 15.84% are students and 4.95% are unemployed(Fig:5)

It is revealed that 89.11% of sample respondents are aware of the fact that you can claim remedy about the fact that you can claim remedy for defaults in service through the Consumer Protection Act 2019, and 10.89% were not aware(Fig:6)

It is revealed that 45.54% agree with the fact that even ordinary citizens can claim remedy through Consumer Protection Act 2019, 35.15% disagree, 14.36% are neutral, and 4.95% strongly disagree(Fig:7)

It is revealed that 50% of sample respondents believe that it is difficult for the ordinary man to claim remedy for violation of consumer rights, 24.75% easy, 9.9% neutral, 4.95% very difficult, 10.4% very easy(Fig:8)

It is revealed that 39.11% of sample respondents say that they wouldn't claim remedy if they were sold a faulty product and 60.89% would(Fig:9)

It is revealed that 19.8% of sample respondents believe that a person can maybe claim remedy for medical negligence, 26.73% believe that a person can't, and 53.47% believe that a person can(Fig:10)

It is revealed that 14.36% of sample respondents rate 1 out of 5 when asked for their opinion on the effectiveness of the Consumer Protection Act 2019, 38.61% rate 2, 10.89% rate 3, 31.19% rate 4, and 4.95% rate 5(Fig:11)

It is revealed that 4.95% of sample respondents who are female say that a person maybe can claim remedy for medical negligence through the Consumer Protection Act 2019, 11.39% say they can't, and 33.66% say they can; 14.85% of sample respondents who are male say that a person maybe can, 15.35% say that a person can't, and 19.8% say that a person can(Fig:12)

It is revealed that 4.95% of sample respondents who have completed postgraduate or above say that they would claim remedy if they were sold a faulty product; 9.9% of sample respondents who have completed their primary schooling say that they would; 13.86% of sample respondents who have completed their secondary schooling say that they wouldn't and 30.69% say that they would; 25.25% of sample respondents who are undergraduates say that they wouldn't and 15.35% say that they would(Fig:13)

It is revealed that 19.8% of sample respondents who are females say that they wouldn't claim remedy if they were sold a faulty product, 30.2% say they would; 19.31% of sample respondents say that they wouldn't and 30.69% say that they would(Fig:14)

It is revealed that 49.5% of sample respondents who are female say that they are aware of the fact that you can claim remedy for defaults in service through the Consumer Protection Act 2019 and 0.5% not aware; 39.6% of sample respondents who are male say that they are aware and 10.4% not aware(Fig:15)

## **DISCUSSION:**

From Figure 6, we can infer that a majority of the sample respondents are aware of the fact that you can claim remedy for defaults in service but this is contrary to Figure 10 where almost half of the respondents aren't aware of the fact that you could claim remedy for medical negligence. This suggests the need for further programs to improve the awareness levels of the general public. From Figure 7, we can see that a majority of the sample respondents disagree with the statement that ordinary citizens can claim remedy through the Consumer Protection Act 2019. This suggests a level of negative perception around the enforceability of the Act, which needs to be promptly

remedied through awareness camps and increased legal aid to ordinary citizens who want to enforce their rights.

From Figure 8, we can see a similar state of affairs where a majority of sample respondents believe that it would be difficult for ordinary citizens to claim remedy through the Consumer Protection Act 2019. Similar to the above, there is a need for awareness camps and increased legal aid to help ordinary citizens who want to enforce their rights.

From Figure 9, we can see that a significant percentage of the sample respondents believe that they wouldn't claim remedy if they were sold a faulty product. This further reinforces the above two discussions where we see that there is a perception that enforcement of consumer rights is a difficult thing. Which needs to be promptly remedied.

From Figure 11, we can see that a majority of sample respondents have a low opinion on the effectiveness of the Consumer Protection Act 2019. This suggests the need for commercial advertisements supporting the use of the Consumer Protection Act 2019 to improve the reputation of the act and also investigations on the act on why there is such a negative perception of the act.

### **LIMITATIONS:**

A convenient sampling method was used.

### **CONCLUSION:**

The Consumer Protection Act of 2019 represents a crucial legal framework designed to strengthen consumer rights and interests, particularly in the evolving landscape of contemporary markets and the expanding realm of e-commerce. This legislation serves as a pivotal tool, fostering transparency, accountability, and fairness in commercial transactions to create a more secure and equitable environment for consumers.

This research, conducted in Chennai, delved into the perception of the Consumer Protection Act, analyzed awareness levels of consumer rights, and assessed the enforcement of these rights. The findings unveiled a concerning lack of awareness about the Consumer Protection Act of 2019, coupled with a negative perception regarding its effectiveness. Furthermore, there appeared to be a notable reluctance among consumers to enforce their rights due to perceived difficulties in the

process.

To address these issues and enhance consumer empowerment, this study recommends implementing multifaceted strategies. Firstly, organizing awareness camps and providing increased legal aid can empower ordinary citizens, enabling them to navigate and assert their rights under the Consumer Protection Act 2019. Secondly, targeted awareness campaigns should be initiated to overcome the perceived challenges in enforcing consumer rights, fostering a proactive and informed approach among the public.

Moreover, the research suggests the implementation of commercial advertisements to promote the utilization of the Consumer Protection Act 2019. By highlighting its significance and benefits, such campaigns can contribute to altering the prevailing negative perception and building confidence in the efficacy of the statute.

Finally, the study proposes conducting investigations to identify and rectify the root causes behind the negative perception surrounding the Consumer Protection Act. By understanding the underlying factors, policymakers can devise informed interventions to bolster public trust in the legislation and its enforcement mechanisms.

In summary, this research underscores the imperative for comprehensive and targeted interventions to enhance awareness, perception, and enforcement of consumer rights under the Consumer Protection Act of 2019 in Chennai. The suggested policies aim to bridge existing gaps and create a more informed, empowered, and confident consumer base in the dynamic and evolving marketplace.

## REFERENCES:

Dr. Chatar Singh Negi and Dr. Sanjay Kumar. 2020. "Consumer protection in India: empowering consumer", *International Journal of Development Research*, 10, (02), 33873-3387

Chawla, N., & Kumar, B. (2021, July 9). E-Commerce and Consumer Protection in India: The Emerging Trend. *Journal of Business Ethics*, 180(2), 581–604. <https://doi.org/10.1007/s10551-021-04884-3>

Zhao, W., & Othman, M. N. (2010). The influence of knowledge of consumer protection and perception of marketing factors on consumer complaint behavior: A study of Malaysian consumers. *OIDA International Journal of Sustainable Development*, 1(9), 27-35.

Yasoda. (2022). A STUDY ON CONSUMER AWARENESS AND PERCEPTIONS ON CONSUMER PROTECTION LAWS WITH SPECIAL REFERENCE TO THE ERODE DISTRICT. *Yuvista Multidisciplinary Journal*, 1(1), 64–74.

Dr. Upender Singh (2022, October 15). Comparative Analysis of Consumer Protection Act 1986 & 2019. *International Journal for Multidisciplinary Research*, 4(5). <https://doi.org/10.36948/ijfmr.2022.v04i05.1679>

Azad, M. A. K. (2013). Development of Consumer Protection Law in Bangladesh: An Empirical Study. *Journal of Business*, 34(1).

Kriese, M., Abor, J.Y. and Agbloyor, E. (2019), "Financial consumer protection and economic growth", *International Journal of Emerging Markets*, Vol. 14 No. 5, pp. 1060-1080. <https://doi.org/10.1108/IJOEM-05-2018-022>

ALQAYSI, S. J., & ZAHARI, A. R. (2022). The Effect of Deceptive Brand Image on Consumer Purchase Intention: Empirical Evidence from Iraqi Market. *The Journal of Asian Finance, Economics and Business*, 9(6), 207-217.

Brij Mohan Dutta. (2023, April 11). People's Perception for Consumer Protection Act in India: A Quantitative Investigation. *JOURNAL OF CRITICAL REVIEWS*, 6(1). <https://doi.org/10.48047/jcr.06.01.33>

Devi, P. U. M., & Rao, B. S. (2016, November). Consumer Protection Awareness- Role of Education. *Universal Journal of Industrial and Business Management*, 4(4), 97–103. <https://doi.org/10.13189/ujibm.2016.040401>

Nomani, M., Rahman, F., & Alhalboosi, A. K. (2019). Consumer Protection Act, 2019 and its implications for the medical profession and health care services in India. *Journal of Indian*

Academy of Forensic Medicine, 41(4), 282. <https://doi.org/10.5958/0974-0848.2019.00084.8>

Poorna, S. J. (2020). a Critical Analysis of Consumer Protection Act 2019. *Supremo Amicus*, 15, 283.

Charles Makanyeza, Tendai Douglas Sivotwa & Olumide Jaiyeoba | Giuseppe Festa (Reviewing editor) (2021) The effect of consumer rights awareness on attitude and purchase intention in the hotel industry: Moderating role of demographic characteristics, *Cogent Business & Management*, 8:1, DOI: 10.1080/23311975.2021.1898301

Mittal, I., & Gupta, R. K. (2013). Awareness as an Instrument to Utilize Consumer Rights: A Consumer Protection. *Sandesh-Mastnath Journal of Management* (ISSN: 0975-6515), 8(1-4).

Mittal, I. (2015). Consumer awareness about different consumer protection legislations in India. *Journal of Distance Education and Management Research* (ISSN: 2278-9251), 3.

Sharma, N. (2013). Awareness in Consumer about the Consumer Protection Act. & Consumer Right in India. *Globsyn Management Journal*, 7(1/2), 82.

Natarajan, C., & Marishkumar, P. (2017). An Investigation of Awareness of Women on Consumer Rights in the Rural Context. *International Journal of Advanced Scientific Research & Development (IJASRD)*, 4(2), 21-26.

Nathani, S., & Akman, P. (2017). The interplay between consumer protection and competition law in India. *Journal of Antitrust Enforcement*, 5(2), 197-215.

Ballur, M. S. (2020). Assessing the knowledge about the Consumer Protection Act and medical negligence in a medical college setting. *Journal of Indian Academy of Forensic Medicine*, 42(1), 54. <https://doi.org/10.5958/0974-0848.2020.00021.4>

Donoghue, S., & De Klerk, H. M. (2009). The right to be heard and to be understood is a conceptual framework for consumer protection in emerging economies. *International Journal of Consumer Studies*, 33(4), 456-467.