

E-Consumer Protection: A Case Study

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Abstract

E-commerce is an important application of the Internet, and many e-retailers have successfully adopted e-commerce to do business. Yet, most research studies on e-commerce usually focus on the marketing aspects, overlooking how these e-retailers treat consumers in the online market. In other words, there has been insufficient studies on how e-retailers protect consumers in order to improve consumer trust and confidence in e-commerce which can in turn facilitate the growth of e-commerce. Thus, this case study aims to address this gap by discussing (i) the five issues associated with e-consumer protection, (ii) the current regulatory framework to protect e-consumers in the context of Australia, and (iii) the implications concerning e-consumer protection.

This study is significant for the following reasons. Firstly, e-commerce has offered several advantages to users, apart from some disadvantages. E-commerce has become popular and will be more popular in the next several years. Secondly, in order for e-commerce to flourish, consumers must be confident in e-commerce. However, many consumers do not want to purchase online because they have perceived that there has been a lack of e-consumer protection. Therefore, enhancement of e-consumer protection can contribute to foster consumer trust and confidence in online stores which, in turn, can facilitate the full potential of e-commerce.

Key words: E-consumer protection, e-commerce, e-consumer, e-retailer, e-transaction