

## CONSUMER PROTECTION IN THE AGE OF E-COMMERCE

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### ABSTRACT

The main goal of the paper is to explain the development of Internet shopping and its Impact on Consumer behaviour. Change is the Law of nature and this phenomenon is applicable in the field of market also. Buyer and seller are the main components of a market. In ancient times, Sellers used to approach the buyers. Then the buyer started approaching the seller by going to the market. But now they need not approach each other in person. E-commerce has made their contact quite easy. Electronic media which has touched every sphere of life has not left commerce untouched. Online shopping or E-Commerce is quite beneficial for consumer as it provides him with convenience to buy products by sitting at home, compare prices and quality of products and make a wise choice regarding selection of products. But E-Commerce has its own dangers regarding leakage of one's personal information like one's name, address, banking password etc. or cheating of buyer by seller by hiding full information regarding the Product. But all these shortcomings can't overcloud the benefits of E-commerce. If the government ensures safeguard of consumer rights by making provisions in legislature, then it can play a very constructive role in the development of a nation and its citizens. What we need to do is to educate the Public, So that they are not cheated due to their ignorance. Nothing comes without any risk, only a vigilant public will itself put a check on these malpractices of online merchants. We need to update our self with upcoming technology, if we want to have our existence in this modern competitive World of change and E-Commerce is the demand of time.

**KEYWORDS:** E-Issue, Buzzwords, E-Merchants, E-Shopping, Electronic Media