Upholding consumer rights in digital markets
Discussion 2: Vulnerable and Disadvantaged Consumers

Contribution by
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Upholding Consumer Rights in Digital Markets with Vulnerable & Disadvantaged Consumers

An India case study

By Adv. Shirish Deshpande, Chairman, MGP-India
Are most eCommerce platforms that you have shopped at in the last 3 months, now disclosing MRP information on their site/app?

45% consumers could not find MRP information on packaged products on eCommerce sites.
Packaged Commodity Rules 2017 compliance tracking

Compliance by eCommerce sites to disclose MRP information for products shows minor improvement.
Are most eCommerce platforms that you have shopped at in the last 3 months, now disclosing best before dates/expiration date for food products on their sites/app?

57% consumers could not find best before date information for human consumption products on eCommerce sites.
Packaged Commodity Rules 2017 compliance tracking

Compliance by eCommerce sites to disclose best before date for human consumption products shows minor improvement.

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>3 Months</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>6 Months</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>9 Months</td>
<td>43%</td>
<td></td>
</tr>
</tbody>
</table>
Have you received a counterfeit or fake product from eCommerce sites in the last 6 months?

- Yes: 19%
- No: 57%
- Can't Say: 24%

Votes - 8,518

Source: Survey conducted by LocalCircles
Sample: 27,000 + respondents
In the last 6 months what was the category where you received most counterfeit or fake products from eCommerce sites?

- **Fragrances**: 35%
- **Bags**: 8%
- **Sporting goods**: 35%
- **Cosmetics**: 22%

Votes - 8,408

Source: Survey conducted by LocalCircles
Sample: 27,000 + respondents
In your recent experience, which eCommerce site is shipping the highest percentage of counterfeit or fake products to consumers?

Source: Survey conducted by LocalCircles
Sample: 27,000 + respondents
Do you know how to identify a counterfeit or fake product?

- Yes: 69% (7,914 votes)
- No: 16%
- Can't Say: 15%

Source: Survey conducted by LocalCircles
Sample: 27,000 + respondents
If a product received from an eCommerce site is found to be counterfeit, what should the eCommerce site be required to do by law?

- 18% Accept return & issue full refund
- 30% Accept return & issue full refund plus a penalty based on product value
- 49% Accept return and issue full refund plus a fixed counterfeit penalty
- 3% Can't Say

Votes: 6,197

Source: Survey conducted by LocalCircles
Sample: 27,000 + respondents
If seller entity details (company name, address, GSTIN, email, phone number) are disclosed on eCommerce sites, will it help in minimizing sale of counterfeit/fake products?

- Yes: 78%
- No: 14%
- Can't Say: 8%

Votes - 7,889

Source: Survey conducted by LocalCircles
Sample: 27,000 + respondents
Should the eCommerce platforms be required to identify authorised and unauthorised sellers of a product and provide this info to the consumer?

- **Yes**: 92%
- **No**: 5%
- **Can't Say**: 3%

**Votes**: 7,086

Source: Survey conducted by LocalCircles
Sample: 27,000 + respondents
Thank you!

Adv. Shirish Deshpande,
Chairman, Mumbai Grahak Panchayat
(MGP - India)