

# Does Consumer Rights Awareness Influence Satisfaction level? Evidence from Online Shoppers

## Abstract

**Purpose:** This study examines the relationship between consumer rights awareness and satisfaction with grievance redressal in online shopping. Specifically, it examines whether greater awareness of consumer rights influences satisfaction level of online shoppers when resolving complaints and disputes. The study aims to identify the variations among different demographic variables –age, gender, education and to assess how these variables significantly shape consumers perception and knowledge about consumers’ awareness and grievance redressal. Mapping of these demographic differences provides insights to support the development of targeted consumer education awareness programs and policy interventions in improving consumer protection and satisfaction in the digital marketplace.

**Design/methodology/approach:** The present study is based on primary data collected from 320 online respondents and analyzed using Ordinary Least Squares (OLS) regression to explore the impact of consumer rights awareness, procedural convenience, and demographic characteristics on grievance redressal satisfaction.

**Findings:** The finding of the study indicates that consumer rights awareness significantly enhances satisfaction with grievance handling. Consumers awareness with their rights shows higher satisfaction, suggesting improved capacity and evaluate grievance processes. Procedural convenience emerged as the strongest indicator of satisfaction, while education positively influenced outcomes. Other demographics, including age, gender, and geographical location, were not significant. The findings highlight that institutional and informational factors are more influential than demographic characteristics in determining consumer satisfaction.

**Practical implications:** The study will help the policymakers, regulators, and online platforms to enhance consumer protection. Additionally, improving awareness through targeted education, simplifying complaint procedures, and providing prompt and transparent responses can strengthen consumer confidence and satisfaction in digital marketplaces.

31 **Originality/value:** The value of this understanding provides empirical evidence linking  
32 consumer rights awareness to grievance satisfaction in a developing market context. The  
33 study further offers insights for designing effective grievance redressal mechanisms and  
34 promoting trust in online shopping.

35 **Keywords:** Awareness, Consumers, Grievance, Markets, Online shopping and Redressal

## 36 **Introduction**

37 Electronic commerce had a revolutionary change, which has witnessed a niche technological  
38 development evolving to an essential world global economic power that has stirred up a  
39 fundamental change in the way business is carried out (Turban et al., 2015). The population of  
40 internet users has rocketed to more than four billion worldwide, a situation that has enabled  
41 the creation of an environment where the sales of retail e-commerce are estimated to be over  
42 1.9 trillion in 2017 and are expected to climb to over 4.4 trillion by 2021 (Laudon & Traver,  
43 2008;. India is especially being hit by this digital revolution and is already ranked as one of  
44 the most rapidly expanding e-commerce markets in the world today, and the rate of its growth  
45 has been estimated to be as high as 51 annual rates (Devi & Indoria, 2021).With the accelerated  
46 use of smart phones, the downtrend in the price of broadband providers and a large base of  
47 youth the Indian e-commerce market has grown out of its infancy into a full-fledged  
48 marketplace where billionaires such as Amazon, Flipkart, and Myntra control it (Chakraborty  
49 et al., 2022).Although the penetration rate in the Indian market is relatively low as compared  
50 to that of the United States or France, there have been about six million new entrants every  
51 month and this is linking even the remote rural regions to a large assortment of goods and  
52 services such as daily groceries to high-value electronics (Singh et al., 2024. This growth has  
53 also been enhanced by huge foreign direct investment (FDI) as well as government efforts  
54 like the Digital India that would provide a sound, secure and technologically-advanced  
55 business environment (Mohan & Sembian, 2025).Online shopping is, therefore, no longer a  
56 luxury of the urban elite but the need of the modern consumer who appreciates the benefits of  
57 24/7 access, the opportunity to research global brands in the comfort of their house, and the  
58 heavy discounts that are offered by online shopping as opposed to their counterparts in the  
59 brick-and-mortar shops (Childers et al., 2001).

60 Nonetheless, such a rapid growth has been supported with the high increase in consumer  
61 complaints, as the digital environment enables new possibilities of fraudulent activities and  
62 logistical failures (Lu, Y., Chang, H., & Zhou, Y. 2025). With the increasing number of consumers

63 moving to the online shopping platform, numerous people are being faced by the darker side  
64 of the internet where companies are lying about the products, quality being inferior, and  
65 transactions being fraudulent (Arumugam et al., 2021). In India, there have been reported cases  
66 where consumers have received an item such as a stone, coconuts or even a Vim bar in place  
67 of a high valued electronics or shoes which they had ordered (Kumar, 2025). Other than the  
68 issue of blatant fraud, consumers often present complaints over delayed deliveries, failure to  
69 deliver goods, and avoiding charges which only reveal themselves at the last checkout  
70 counter (Fan et al., 2013). The very essence of online shopping in which the consumer receives  
71 no physical access to the product to examine its physical features, even such as online  
72 reviews, poses a weakness that is regularly leveraged by false claims and counterfeit online  
73 feedbacks aimed at forming an illusion of authenticity (Mudambi & Schuff, 2010). Moreover,  
74 the issue of data security and privacy has turned out to be one of the biggest challenges and  
75 breaches of personal data have subjected millions of consumers to identity theft, phishing  
76 attacks and unauthorized billing (Acquisti et al., 2016). Not only do these issues lead to the  
77 direct loss of money, but also to the major psychological frustrations of the consumer, the  
78 shortage of confidence and the inability to sustain the e-commerce ecosystem in the long term  
79 (Pavlou, 2003).

80 These emerging realities highlight why the essentiality of consumer rights awareness as the  
81 most fundamental line of waging war on marketplace exploitation in the digital age cannot be  
82 overestimated (Twigg-Flesner & Micklitz, 2023). Awareness has also been regarded as a viable  
83 conscience which allows consumers to understand the unethical business practices and  
84 employ existing grievance redressal systems effectively (Donoghue & De Klerk, 2009). The legal  
85 system in India has found it difficult to cope with the fast rise of online business; the law of  
86 Consumer Protection of 1986 has offered a standard point of reference regarding safety but  
87 has not been ready to deal with the intricacies of the electronic transactions (Kumar, 2025). As  
88 a result, the introduction of the Consumer Protection Act of 2019 was an essential move in a  
89 right direction, creating the Central Consumer Protection Authority (CCPA) and setting  
90 certain regulations of e-commerce, including the liability of a product and a tougher  
91 punishment on any misleading advertisement (Banerjee, 2023). Although these legal  
92 developments have been made, a wide range of consumers do not understand their particular  
93 rights or how to make an electronic complaint, creating a gap in the awareness of the risks  
94 they are taking but not taking any preventive measures as a result (Howells, Twigg-Flesner, &  
95 Willett, 2018). Moreover, the cost and time involved in a formal redressal would often

96 discourage the consumer to claim their money and therefore in cases where the transaction is  
97 small, the unscrupulous dealers will be free to go on with their activities unchecked(Wu,  
98 2013)It is important to empower consumers with the information to learn how to tell safe  
99 websites, learn about the return policy and learn how to use the dispute resolution system in  
100 order to build a strong and honest online marketplace (Donoghue & De Klerk, 2009).

101 The research on the correlation between the level of consumer rights awareness and  
102 satisfaction levels with the response is also most applicable in terms of building a balanced e-  
103 commerce environment conducive to the development of the economy and consumer trust  
104 (Howells & Weatherill, 2017). By knowing the existing rates of awareness and the issues that  
105 work to determine consumer satisfaction, it can be possible to create a more efficient  
106 approach to protection and grievance management by businesses and policy-makers alike. It  
107 has been claimed by research that most of the consumers are familiar with the broad idea of  
108 online shopping and lack thorough information about price competitiveness, warranty  
109 protection and the legitimacy of e-contracts (Gefen & Straub, 2004).Furthermore, it is in the  
110 nature of the unceasing arms race between criminals and crime prevention programs that  
111 classic tips, like padlock-symbol-seeking, and might no longer be viable and effective  
112 (Acquisti, Taylor, & Wagman, 2016). The paper will analyze these essential elements and present  
113 evidence-based research of how perceived risks and benefits moderate consumer behaviour  
114 and how the performance of regulatory structures can be enhanced. This study can offer a  
115 much-needed backdrop of closing the loopholes between the law and the consumer as it seeks  
116 to ensure that online trading remains a source of benefit to the society and reduce the effects  
117 of fraud and abuse.

118 The rapid growth of e-commerce and the subsequent increase in consumer complaints  
119 associated with the quality of the product, misleading information, and delivery failures have  
120 been thoroughly documented in the existing literature (Anand, 2023; Latoo and Ahmad,  
121 2025). Although there is substantial research that has evaluated the level of general consumer  
122 rights awareness (Ganeshkumar, 2019; Geetha and Pattammal, 2025) and assessed the legal  
123 effectiveness of redressal models such as the Consumer Protection Act (Lobo and Gupta,  
124 2024);these themes are largely studied independently. Previous research also mostly  
125 concentrated on either the demographic factors of awareness or the capacity of grievance  
126 mechanisms by itself (Ishak and Zabil, 2012). Therefore, the empirical research on the  
127 investigation of the direct correlation between the knowledge of rights by a consumer and  
128 their final satisfaction with the response in case a complaint is made is significantly lacking.

129 This is one of the gaps that have been identified in this research especially in some of the  
130 newer economies such as India where not much concern has been put on the consumer  
131 satisfaction with the end product of the redressal despite the growth of the digital  
132 transactions.

133

### 134 **Research Methodology**

135 The research design used was descriptive and analytical to give an orderly review of the  
136 existing online consumers **Que.** The quantitative methodology was used to test the statistical  
137 correlation between the knowledge of consumer rights and the response satisfaction levels  
138 among online shoppers. This design has been chosen due to the possibility of objective  
139 measurement of consumer perceptions and the possibility to test the theoretical hypotheses  
140 using the numerical data.

141 Primary data were received through the use of survey technique to obtain first hand  
142 information on the target population. The sampling method used was a non-probability  
143 sampling method which is convenience sampling, where the participants sampled were those  
144 who were readily available and responded to the question about their shopping experiences.  
145 The ultimate sample size in the study had 320 respondents. All the chosen respondents were  
146 online shoppers who had a prior experience with grievance reporting after having a problem  
147 with their online purchase to make sure that the obtained results were valid. The main data  
148 collection instrument was a questionnaire, which was organized and constructed on the basis  
149 of the available literature on the topic of e-commerce. The questionnaire consisted of various  
150 sections each having certain items concerning the awareness of consumer rights, their  
151 satisfaction with the redressal of grievances and how easily they perceived reporting the  
152 grievance as a consumer. Categorization of the variables was done to enable analysis of the  
153 relationship between them. Response satisfaction on grievances was the dependent variable  
154 which was the main output of interest. The independent variables that were proposed to have  
155 an effect on the levels of satisfaction were consumer rights awareness and ease of reporting.  
156 Also, the control variables were the demographic variables, including age, gender, education  
157 level and Geographical Location, to explain the possible differences in consumer experiences.  
158 Data Analysis Techniques Statistical analysis was done using SPSS. First, descriptive  
159 statistics were used to analyze data in order to obtain insights on the characteristics of  
160 respondents and the distribution of variables. Then Ordinary Least Squares (OLS) regression  
161 analysis was performed to evaluate the impact of the consumer rights awareness and the  
162 reporting ease on the dependent variable of satisfaction with the response. The method

163 offered a satisfactory amount of evidence concerning the power of the relations and the  
164 direction of the relations between the variables under investigation.

## 165 **Results and Discussion**

166 The demographic profile of the respondents indicates that the sample is broadly  
167 representative of active online shoppers. Male respondents constitute 56.9 per cent of the  
168 sample, while females account for 43.1 per cent, reflecting a reasonably balanced gender  
169 composition. In terms of age, the majority of respondents belong to the economically active  
170 age group of 26–40 years (53.4 per cent), followed by those aged 41–60 years (24.4 per cent).  
171 This suggests that online shopping and grievance reporting are predominantly undertaken by  
172 young and middle-aged consumers. **The difference in 26-40 age groups may be due to**  
173 **higher digital literacy and greater access to internet and social media and frequent**  
174 **engagement in e commerce activities due to different lifestyle pattern. Awareness of**  
175 **consumer rights and grievances redressal can also be the reason for such differences.**  
176 **The slightly higher proportion of male respondents can be due to higher financial**  
177 **autonomy and decision making power.** The educational distribution reveals a relatively  
178 high level of educational attainment among respondents. Nearly three-fourths of the sample  
179 possess graduate-level education or higher, indicating that the respondents are likely to have  
180 sufficient digital literacy and awareness to engage with online grievance redressal  
181 mechanisms. With respect to location, 74.1 per cent of respondents are from urban areas,  
182 while 25.9 per cent reside in rural areas, which is consistent with higher internet accessibility  
183 and online shopping adoption in urban regions. Overall, the sample profile is appropriate for  
184 examining consumer rights awareness and satisfaction with grievance redressal in online  
185 shopping.

186

187 **Table 1: Respondents Profile**

Variable	Category	Frequency	Percentage
Gender	Male	182	56.9
	Female	138	43.1
Age Group	Less than 25 years	63	19.7
	26–40 years	171	53.4
	41–60 years	78	24.4
	Above 60 years	8	2.5
Education	Up to High School	32	10

	Up to Intermediate	40	12.5
	Graduate	109	34.1
	Post-graduate	68	21.3
	Professional degree	62	19.4
	Ph.D	9	2.8
Location	Urban	237	74.1
	Rural	83	25.9

188

189 Table 2 shows the findings of the Ordinary Least Squares (OLS) regression analysis that will  
 190 explore the factors that affect consumer satisfaction with grievance redressal in online  
 191 shopping. The entire model is statistically significant ( $F = 5.122$ ,  $p < 0.001$ ), which means  
 192 that the chosen independent variables combined are used to explain changes in grievance  
 193 satisfaction. This model has a variance of response satisfaction of about 12.3 per cent ( $R^2 =$   
 194  $0.123$ ) which is acceptable as a consumer behaviour model that relies on perceptual survey  
 195 data.

196 Education is one of the demographic variables and it stands out as a strong predictor of the  
 197 response satisfaction. The satisfaction of consumers on grievance redressal is significantly  
 198 higher among those with graduate level education and higher ( $\beta = 0.756$ ,  $p < 0.01$ ).  
 199 Conversely, the effect of age, gender, and geographical location has no statistically significant  
 200 effect on satisfaction, implying that the perceptions of grievance responses are more or less  
 201 the same across these population variables.

202 In regard to the important explanatory variables, the positive and statistically significant  
 203 impact of consumer rights awareness on the response satisfaction is ( $\beta = 0.339$ ,  $p < 0.05$ ).

204 This implies that consumer awareness about their rights is likely to enhance their satisfaction  
 205 with the results of grievance handling. Moreover, the sufficiency's of reporting grievances  
 206 plays an important role in the levels of satisfaction ( $\beta = -0.177$ ,  $p < 0.05$ ). The negative  
 207 coefficient is an indication of the coding of the variable meaning that the ease in reporting  
 208 grievances is related to increased satisfaction. **The reason for such result can be that**  
 209 **higher education improves digital skills and understanding procedures, leading to better**  
 210 **outcomes and satisfaction. Greater awareness of consumer awareness rights and**  
 211 **grievance redressal reduces efforts and frustration thus increasing satisfaction.**

212

213 **Table 2: Determinants of consumers satisfaction of grievances in online shopping**

	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std. Error			
(Constant)	3.11*	0.37		8.414	0.000
Age (In Number)	-0.074	0.118	-0.042	-0.62	0.536
Edu (graduate and above =1, Otherwise=0)	0.756*	0.227	0.244	3.324	0.001
Gender (male=1, female =0)	-0.054	0.15	-0.023	-0.362	0.718
Geographical Location (Urban=1, Rural=0)	-0.001	0.202	0.002	-0.004	0.997
Awareness (yes=1, No=0)	0.339**	0.162	0.136	2.088	0.038
Ease of reporting#	-0.177**	0.072	-0.157	-2.46	0.015
ANOVA					
Sum of Squares	37.893				
Df	6				
Mean Square	6.315				
F	5.122				
Sig.	.000				
Model Summary					
R	.350				
R Square	0.123				
Adjusted R Square	0.099				
Std. Error of the Estimate	1.110				

214 # (Very easy-1, Somewhat easy-2, Neutral-3, Somewhat difficult-4, Very difficult-5)

215

## 216 **Conclusion and Policy implications**

217 The aim of this study was to determine whether the consumer rights awareness affects the  
218 consumer satisfaction regarding the redressal of grievances with regards to online shopping.

219 The results of the Ordinary Least Squares regression analysis of data obtained through 320  
220 online shoppers indicate that the consumer rights awareness is relevant in the determination  
221 of the response satisfaction. Aware consumer consumers have reported more satisfaction with  
222 the manner in which their grievance is managed which is an indication that awareness  
223 increases consumer capacity to negotiate the grievance processes and judge responses in a  
224 more favorable manner. Moreover, the convenience with which grievances can be reported  
225 turns out to be the major predictor of satisfaction, which means that procedural simplicity and  
226 accessibility play a crucial role in grievance redressal mechanisms. Education is the only  
227 demographic item with a significant positive effect on satisfaction, which suggests that more  
228 educated customers can be in a better position to comprehend the grievance procedures and  
229 can work the web-based services. Conversely, satisfaction levels are not influenced

230 substantially by the age, gender and geographical location, which mean that the  
231 dissatisfaction with grievance handling is not just a demographic problem but a systemic  
232 problem.

233 the results indicate that institutional and informational factors more than the simple  
234 demographic traits have a say on the consumer satisfaction with the redressal of grievances in  
235 the online shopping context. Although raising awareness on consumer rights is relevant, the  
236 outcomes of the research show that the awareness is not sufficiently extensive unless  
237 reinforced with effective and convenient grievance redressal procedures. In general terms, the  
238 research is relevant to the body of work regarding consumer protection and online trading  
239 since it empirically connects the rights awareness and satisfaction of response in a developing  
240 market environment. The findings underscore the importance of collaborative initiatives by  
241 policymakers, regulators and online platforms to enhance consumer protection systems  
242 within the digital market. Improving consumer satisfaction and confidence in online shopping  
243 systems can occur through increasing awareness by conducting specific education programs,  
244 making the process of reporting complaints user-friendly, and prompt and open responses.  
245 Although the study has some constraints associated with sampling and cross sectional design,  
246 it is an insightful study and has provided a basis on which future studies can build on the  
247 issue of consumer grievance behaviour across platforms, regions, and regulatory set ups.

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