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Does Consumer Rights Awareness Influence Satisfaction level? Evidence 1 from Online Shoppers 2 Abstract 3 Purpose: This study examines the relationship between consumer rights awareness and 4 satisfaction with grievance redressal in online shopping. Specifically, it examines whether 5 greater awareness of consumer rights influences satisfaction level of online shoppers when 6 resolving complaints and disputes. The study aims to identify the variations among different 7 demographic variables –age, gender, education and to assess how these variables significantly 8 shape consumers perception and knowledge about consumers' awareness and grievance 9 redressal. Mapping of these demographic differences provides insights to support the 10 development of targeted consumer education awareness programs and policy interventions in 11 improving consumer protection and satisfaction in the digital marketplace. 12

Design/methodology/approach: The present study is based on primary data collected from 13 320 online respondents and analyzed using Ordinary Least Squares (OLS) regression to 14 explore the impact of consumer rights awareness, procedural convenience, and demographic 15 characteristics on grievance redressal satisfaction. 16 Findings: The finding of the study indicates that consumer rights awareness significantly 17 enhances satisfaction with grievance handling. Consumers awareness with their rights shows 18 higher satisfaction, suggesting improved capacity and evaluate grievance processes. 19 Procedural convenience emerged as the strongest indicator of satisfaction, while education 20 positively influenced outcomes. Other demographics, including age, gender, and 21 geographical location, were not significant. The findings highlight that institutional and 22 informational factors are more influential than demographic characteristics in determining 23 consumer satisfaction. 24 Practical implications: The study will help the policymakers, regulators, and online 25 platforms to enhance consumer protection. Additionally, improving awareness through 26 targeted education, simplifying complaint procedures, and providing prompt and transparent 27 responses can strengthen consumer confidence and satisfaction in digital marketplaces. 28 29 30

Originality/value: The value of this understanding provides empirical evidence linking 31 consumer rights awareness to grievance satisfaction in a developing market context. The 32 study further offers insights for designing effective grievance redressal mechanisms and 33 promoting trust in online shopping. 34 Keywords: Awareness, Consumers, Grievance, Markets, Online shopping and Redressal 35 Introduction 36 Electronic commerce had a revolutionary change, which has witnessed a niche technological 37 development evolving to an essential world global economic power that has stirred up a 38 fundamental change in the way business is carried out (Turban et al., 2015). The population of 39 internet users has rocketed to more than four billion worldwide, a situation that has enabled 40 the creation of an environment where the sales of retail e-commerce are estimated to be over 41 1.9 trillion in 2017 and are expected to climb to over 4.4 trillion by 2021 (Laudon & Traver, 42 2008;. India is especially being hit by this digital revolution and is already ranked as one of 43 the most rapidly expanding e-commerce markets in the world today, and the rate of its growth 44 has been estimated to be as high as 51 annual rates (Devi & Indoria, 2021).With the accelerated 45 use of smart phones, the downtrend in the price of broadband providers and a large base of 46 youth the Indian e-commerce market has grown out of its infancy into a full-fledged 47 marketplace where billionaires such as Amazon, Flipkart, and Myntra control it (Chakraborty 48 et al., 2022).Although the penetration rate in the Indian market is relatively low as compared 49 to that of the United States or France, there have been about six million new entrants every 50 month and this is linking even the remote rural regions to a large assortment of goods and 51 services such as daily groceries to high-value electronics (Singh et al., 2024. This growth has 52 also been enhanced by huge foreign direct investment (FDI) as well as government efforts 53 like the Digital India that would provide a sound, secure and technologically-advanced 54 business environment (Mohan & Sembayan, 2025).Online shopping is, therefore, no longer a 55 luxury of the urban elite but the need of the modern consumer who appreciates the benefits of 56 24/7 access, the opportunity to research global brands in the comfort of their house, and the 57 heavy discounts that are offered by online shopping as opposed to

their counterparts in the 58 brick-and-mortar shops (Childers et al., 2001). 59 Nonetheless, such a rapid growth has been supported with the high increase in consumer 60 complaints, as the digital environment enables new possibilities of fraudulent activities and 61 logistical failures (Lu, Y., Chang, H., & Zhou, Y. 2025). With the **1 increasing number of consumers** 62

moving to the online shopping platform, numerous people are being faced by the darker side 63 of the internet where companies are lying about the products, quality being inferior, and 64 transactions being fraudulent (Arumugam et al., 2021). In India, there have been reported cases 65 where consumers have received an item such as a stone, coconuts or even a Vim bar in place 66 of a high valued electronics or shoes which they had ordered (Kumar, 2025). Other than the 67 issue of blatant fraud, consumers often present complaints over delayed deliveries, failure to 68 deliver goods, and avoiding charges which only reveal themselves at the last checkout 69 counter (Fan et al., 2013). The very essence of online shopping in which the consumer receives 70 no physical access to the product to examine its physical features, even such as online 71 reviews, poses a weakness that is regularly leveraged by false claims and counterfeit online 72 feedbacks aimed at forming an illusion of authenticity (Mudambi & Schuff, 2010). Moreover, 73 the issue of data security and privacy has turned out **1 to be one of the biggest** challenges and 74 breaches of personal data have subjected millions of consumers to identity theft, phishing 75 attacks and unauthorized billing (Acquisti et al., 2016). Not only do these issues lead to the 76 direct loss of money, but also to the major psychological frustrations of the consumer, the 77 shortage of confidence and the inability to sustain the e-commerce ecosystem in the long term 78 (Pavlou, 2003). 79 These emerging realities highlight why the essentiality of consumer rights awareness as the 80 most fundamental line of waging war on marketplace exploitation in the digital age cannot be 81 overestimated (Twigg-Flesner & Micklitz, 2023). Awareness has also been regarded as a viable 82 conscience which allows consumers to understand the unethical business practices and 83 employ

existing grievance redressal systems effectively (Donoghue & De Klerk, 2009). The legal system in India has found it difficult to cope with the fast rise of online business; the law of 1986 Consumer Protection of 1986 has offered a standard point of reference regarding safety but has not been ready to deal with the intricacies of the electronic transactions (Kumar, 2025). As a result, the introduction of the Consumer Protection Act of 2019 was an essential move in the right direction, creating the Central Consumer Protection Authority (CCPA) and setting certain regulations of e-commerce, including the liability of a product and a tougher punishment on any misleading advertisement (Banerjee, 2023). Although these legal developments have been made, a wide range of consumers do not understand their particular rights or how to make an electronic complaint, creating a gap in the awareness of the risks they are taking but not taking any preventive measures as a result (Howells, Twigg-Flesner, & Willett, 2018). Moreover, the cost and time involved in a formal redressal would often

discourage the consumer to claim their money and therefore in cases where the transaction is small, the unscrupulous dealers will be free to go on with their activities unchecked (Wu, 2013). It is important to empower consumers with the information to learn how to tell safe websites, learn about the return policy and learn how to use the dispute resolution system in order to build a strong and honest online marketplace (Donoghue & De Klerk, 2009). The research on the correlation between the level of consumer rights awareness and satisfaction levels with the response is also most applicable in terms of building a balanced e-commerce environment conducive to the development of the economy and consumer trust (Howells & Weatherill, 2017). By knowing the existing rates of awareness and the issues that work to determine consumer satisfaction, it can be possible to create a more efficient approach to protection and grievance management by businesses and policy-makers alike. It has been claimed by research that most of the consumers are familiar with the broad idea of online shopping and lack thorough information about price competitiveness, warranty

108 protection and the legitimacy of e-contracts (Gefen & Straub, 2004). Furthermore, it is in the 109 nature of the unceasing arms race between criminals and crime prevention programs that 110 classic tips, like padlock-symbol-seeking, and might no longer be viable and effective 111 (Acquisti, Taylor, & Wagman, 2016). The paper will analyze these essential elements and present 112 evidence-based research of how perceived risks and benefits moderate consumer behaviour 113 and how the performance of regulatory structures can be enhanced. This study can offer a 114 much-needed backdrop of closing the loopholes between the law and the consumer as it seeks 115 to ensure that online trading remains a source of benefit to the society and reduce the effects 116 of fraud and abuse. 117 **1 The rapid growth of** e-commerce and the subsequent increase in consumer complaints 118 associated with the quality of the product, misleading information, and delivery failures have 119 been thoroughly documented in the existing literature (Anand, 2023; Latoo and Ahmad, 120 2025). Although there is substantial research that has evaluated the level of general consumer 121 rights awareness (Ganeshkumar, 2019; Geetha and Pattammal, 2025) and assessed the legal 122 effectiveness of redressal models such as the Consumer Protection Act (Lobo and Gupta, 123 2024); these themes are largely studied independently. Previous research also mostly 124 concentrated on either the demographic factors of awareness or the capacity of grievance 125 mechanisms by itself (Ishak and Zabil, 2012). Therefore, the empirical research on the 126 investigation of the direct correlation between the knowledge of rights by a consumer and 127 their final satisfaction with the response in case a complaint is made is significantly lacking. 128

This is one of the gaps that have been identified in this research especially in some of the 129 newer economies such as India where not much concern has been put on the consumer 130 satisfaction with the end product of the redressal despite the growth of the digital 131 transactions. 132 133 Research Methodology 134 The research design used was descriptive and analytical to give an orderly review of the 135 existing online consumers Que. The quantitative methodology was used to test the statistical 136

correlation between the knowledge of consumer rights and the response satisfaction levels 137 among online shoppers. This design has been chosen due to the possibility of objective 138 measurement of consumer perceptions and the possibility to test the theoretical hypotheses 139 using the numerical data. 140 Primary data were received through the use of survey technique to obtain first hand 141 information on the target population. The sampling method used was a non-probability 142 sampling method which is convenience sampling, where the participants sampled were those 143 who were readily available and responded to the question about their shopping experiences. 144 The ultimate sample size in the study had 320 respondents. All the chosen respondents were 145 online shoppers who had a prior experience with grievance reporting after having a problem 146 with their online purchase to make sure that the obtained results were valid. The main data 147 collection instrument was a questionnaire, which was organized and constructed on the basis 148 of the available literature on the topic of e-commerce. The questionnaire consisted of various 149 sections each having certain items concerning the awareness of consumer rights, their 150 satisfaction with the redressal of grievances and how easily they perceived reporting the 151 grievance as a consumer. Categorization of the variables was done to enable analysis of the 152 relationship between them. Response satisfaction on grievances was the dependent variable 153 which was the main output of interest. The independent variables that were proposed to have 154 an effect on the levels of satisfaction were consumer rights awareness and ease of reporting. 155 Also, the control variables were the demographic variables, including age, gender, education 156 level and Geographical Location, to explain the possible differences in consumer experiences. 157 Data Analysis Techniques Statistical analysis was done using SPSS. First, descriptive 158 statistics were used to analyze data in order to obtain insights on the characteristics of 159 respondents and the distribution of variables. Then Ordinary Least Squares (OLS) regression 160 analysis was performed to evaluate the impact of the consumer rights awareness and the 161 reporting ease on the dependent variable of satisfaction with the response. The method 162

offered a satisfactory amount of evidence concerning the power of the relations and the direction of the relations between the variables under investigation. Results and Discussion 3 The demographic profile of the respondents indicates that the sample is broadly representative of active online shoppers. Male respondents constitute 56.9 per cent of the sample, while females account for 43.1 per cent, reflecting a reasonably balanced gender composition. In terms of age, the majority of respondents belong to the economically active age group of 26–40 years (53.4 per cent), followed by those aged 41–60 years (24.4 per cent). This suggests that online shopping and grievance reporting are predominantly undertaken by young and middle-aged consumers. The difference in 26-40 age groups may be due to higher digital literacy and greater access to internet and social media and frequent engagement in e-commerce activities due to different lifestyle pattern. Awareness of consumer rights and grievances redressal can also be the reason for such differences. The slightly higher proportion of male respondents can be due to higher financial autonomy and decision making power. The educational distribution reveals a relatively high level of educational attainment among respondents. Nearly three-fourths of the sample possess graduate-level education or higher, indicating that the respondents are likely to have sufficient digital literacy and awareness to engage with online grievance redressal mechanisms. With respect to location, 74.1 per cent of respondents are from urban areas, while 25.9 per cent reside in rural areas, which is consistent with higher internet accessibility and online shopping adoption in urban regions. Overall, the sample profile is appropriate for examining consumer rights awareness and satisfaction with grievance redressal in online shopping.

186 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	Education	8	2.5
	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 Table 2 shows the findings of **2 the Ordinary Least Squares (OLS) regression** analysis that will 189 explore the factors that affect consumer satisfaction with grievance redressal in online 190 shopping. The entire **2 model is statistically significant** ( $F = 5.122, p < 0.001$ ), which means 191 that the chosen independent variables combined are used to explain changes in grievance 192 satisfaction. This model has a variance of response satisfaction of about 12.3 per cent ( $R^2 = 193 0.123$ ) which is acceptable as a consumer behaviour model that relies on perceptual survey 194 data. 195 Education is one of the demographic variables and it stands out as a strong predictor of the 196 response satisfaction. The satisfaction of consumers on grievance redressal is significantly 197 higher among those with graduate level education and higher ( $\beta = 0.756, p < 0.01$ ). 198 Conversely, the effect of age, gender, and geographical location has no statistically significant 199 effect on satisfaction, implying that the perceptions of grievance responses are more or less 200 the same across these population variables. 201 In regard to the important explanatory variables, the positive and statistically significant 202 impact of consumer rights awareness on the response satisfaction is ( $\beta = 0.339, p < 0.05$ ). 203 This implies that consumer awareness about their rights is likely to enhance their satisfaction 204 with the results of grievance handling. Moreover, the sufficiency's of reporting grievances 205 plays an important role in the levels of satisfaction ( $\beta = -0.177, p < 0.05$ ). The negative 206 coefficient is an indication of the coding of the variable meaning that the ease in reporting 207 grievances is related to increased satisfaction. The reason for such result can be that 208 higher education improves digital skills and understanding procedures, leading to better 209 outcomes and satisfaction. Greater awareness of consumer awareness rights and 210 grievance redressal reduces efforts and frustration thus increasing satisfaction. 211 212 Table 2: Determinants of consumers satisfaction of grievances in online shopping 213

Unstandardized Coefficients Standardized Coefficients tvalue Sig. B Std. Error

B (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 # (Very easy-1, Somewhat easy-2, Neutral-3, Somewhat

difficult-4, Very difficult-5) 214 215 Conclusion and Policy implications 216 The aim of this  
 study was to determine whether the consumer rights awareness affects the 217 consumer  
 satisfaction regarding the redressal of grievances with regards to online shopping. 218 The  
 results of **2 the Ordinary Least Squares** regression analysis of data obtained through 320  
 219 online shoppers indicate that the consumer rights awareness is relevant in the  
 determination 220 of the response satisfaction. Aware consumer consumers have reported  
 more satisfaction with 221 the manner in which their grievance is managed which is an  
 indication that awareness 222 increases consumer capacity to negotiate the grievance  
 processes and judge responses in a 223 more favorable manner. Moreover, the  
 convenience with which grievances can be reported 224 turns out to be the major predictor  
 of satisfaction, which means that procedural simplicity and 225 accessibility play a crucial  
 role in grievance redressal mechanisms. Education is the only 226 demographic item with  
 a significant positive effect on satisfaction, which suggests that more 227 educated  
 customers can be in a better position to comprehend the grievance procedures and 228  
 can work the web-based services. Conversely, satisfaction levels are not influenced 229

substantially by the age, gender and geographical location, which mean that the 230  
 dissatisfaction with grievance handling **1 is not just a** demographic problem but a  
 systemic 231 problem. 232 the results indicate that institutional and informational factors  
 more than the simple 233 demographic traits have a say on the consumer satisfaction with

the redressal of grievances in 234 the online shopping context. Although raising awareness on consumer rights is relevant, the 235 outcomes of the research show that the awareness is not sufficiently extensive unless 236 reinforced with effective and convenient grievance redressal procedures. In general terms, the 237 research is relevant to the body of work regarding consumer protection and online trading 238 since it empirically connects the rights awareness and satisfaction of response in a developing 239 market environment. The findings underscore the importance of collaborative initiatives by 240 policymakers, regulators and online platforms to enhance consumer protection systems 241 within the digital market. Improving consumer satisfaction and confidence in online shopping 242 systems can occur through increasing awareness by conducting specific education programs, 243 making the process of reporting complaints user-friendly, and prompt and open responses. 244 Although the study has some constraints associated with sampling and cross sectional design, 245 it is an insightful study and has provided a basis on which future studies can build on the 246 issue of consumer grievance behaviour across platforms, regions, and regulatory set ups. 247 248

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