CHAPTER VIII
AN EMPIRICAL STUDY

EMERGING TRENDS IN ONLINE SHOPPING AND E-BANKING:
A FIELD STUDY TO EVALUATE TRUST AND SECURITY
PARAMETERS FOR ONLINE CONSUMERS IN INDIAN CYBER LAW

8.1 Introduction

With the ‘e’-revolution electronic commerce has emerged as the potential emblem of a new worldwide virtual economy in which consumers from all corners of the globe do shopping. Just as today’s economy is a mixture of old and new, similarly, marketing pattern is a hybrid\(^1\) of the traditional and the modern. The traditional marketing competencies have established their deep roots since the time immemorial, however, new technological competencies have also been absorbed in the market to add potential for growth. In the same way consumers take advantage of online shopping convenience but still visit the physical market for human interaction and shopping. In a real world, before finalizing any purchase, consumer looks, feels, touches, smells, tastes and satisfies himself/herself and chances of cheating are very less. In Internet shopping, consumer can satisfies himself/herself only with looks, advertisement of variety of goods and remarks given by users for that product. But it is also an accepted reality that Internet shopping is in trend and it has become part and parcel of our day-to-day shopping experience.

Trust is very crucial factor in this novice style of Internet shopping because it involves more uncertainty and risks than traditional shopping. Trust includes trustworthiness of the Internet web sites, trustworthiness of the Internet as a shopping medium, trustworthiness of infrastructural factors like: security, third-party certification, company size, demographic variables, display, advertisements, presentation of goods as well as services and payment mechanism etc., etc. Lack of trust is one of the most frequently cited reasons for consumers not purchasing from Internet shops.\(^2\) Moreover, a consumer cannot physically check the quality of a product before making a purchase.

---
It is difficult to monitor the safety and security of sending sensitive personal financial information (e.g. credit card numbers) through the Internet to the other party whose behavior and motive is very hard to predict. e-Commerce success, especially in the Business-to-Consumer and Consumer-to-Business area, is determined in part by whether consumers trust sellers and products they cannot see or touch, and electronic payment mechanism with which they have no previous experience. As ‘trust’ forms a background for the growth of e-Commerce, therefore, a field study has been conducted in order to explore the patterns of trust and security for consumers in ‘e’-marketing.

8.2 Hypotheses of the Research

(i) The Information Technology Act, 2000 (2008) is not a comprehensive legislation to govern e-Commerce. No shield is provided to consumers in Internet e-Commerce.

(ii) In the era of ‘e’ revolution Indian Jurisprudence on Consumer Protection needs to be amended as it is not up to the mark to tackle the online frauds with consumers.

(iii) Lack of trust of consumers in online shopping and e-Banking transactions is the major hindrance in the growth of e-Commerce in India.

8.3 The aims of conducting Empirical Research are compendious as under:

1. To observe popularity of e-Commerce and online shopping among people in order to see whether it has been embraced in shopping behavior of society or not.

2. To explore reasons of attraction towards online shopping.

3. To get deep knowledge about consumer behavior towards online shopping.

4. To get an insight of trust of consumers in web-shops and quality of products.

5. To analyze various modes of frauds with consumers in online commerce.

6. To find out faith in online-consumers about their security and privacy in e-Banking transactions during online shopping.
7. To reveal awareness of consumers about their rights and legal ramifications in cyberspace and their satisfactory level with the Indian Cyber law.

8.4 Research Methodology: Desk oriented Empirical Research

For research, especially in such emerging areas as electronic commerce, one cannot consider anything as a perfect research model, which can be used for all situations. Research is considered to be more effective if it is ‘tailored to fit the specific problem’. An attempt has been made in this study to adopt this approach. To do this research following methodology has been carried out:

1. Desk based research of existing documentation and work in the area of Cyber law and Consumer Protection Jurisprudence.

2. Questionnaire based analysis that has been designed to examine the trend of online shopping, trust of consumers in quality of web-shops and security concerns in e-Banking.

3. Filed research using a semi-structured interview guide to include interaction with young generation; that is more aware as well as fascinated towards online shopping, Law Professors, Bank Managers, Teachers, Lawyers and experts in Cyber law.

Using a combination of all the above methods is seen to be a logical and appropriate way of getting an authentic picture of the actual situation. This study is fundamentally based on primary data, which has been collected from the respondents with the help of pre-tested, non-disguised and structured questionnaire, which is given in Annexure-I. Interview (informal) with the respondents have provided in-depth information and personal opinion of respondents on this research problem.

The present research work is ‘Desk oriented Empirical Research’ wherein an endeavor has been made to explore the actual application of law in providing shield to victims in Cyberspace with the help of ‘Short Survey’. An attempt has been made to collect primary data from experiences of people through empirical study with an objective to highlight ground realities. This study has used the Questionnaire Method of Social-Sciences cum Legal Research as a research model with an aim to examine consumer trust and its determinants in the context of Internet shopping. Internet shopping involves trust not simply between the Internet merchants and the consumers, but also between the consumers and online banking payment transactions. Since Internet-shopping is
relatively a new phenomenon with enormous potential, therefore, there is impregnable need to re-examine the notion of trust of consumers in online shopping because the trust of consumers in e-Commerce is backbone of its growth in future.

**An Overview of Sampling Strategy for ‘Short Survey’**

<table>
<thead>
<tr>
<th>Objectives of Study</th>
<th>Universe or Population under Study</th>
<th>Target Population</th>
<th>Sampling Frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Trend of online shopping and Reasons of attraction towards it</td>
<td>Universe under study is online consumers who do online shopping and online banking (e-Banking) that is involved therein</td>
<td>1. Youngsters (who are now-a-days Internet savvy)</td>
<td>1. Law Students</td>
</tr>
<tr>
<td>2. Quality and authenticity of web shops</td>
<td></td>
<td>2. Banking Professionals (who can tell the actual picture of security threats to online shoppers at the time of e-Banking transaction in e-Commerce)</td>
<td>2. Bank Managers and Employees</td>
</tr>
<tr>
<td>4. Security and Privacy in e-Banking</td>
<td></td>
<td></td>
<td>4. Other online users (who do not fall within pre-decided categories of target population)</td>
</tr>
<tr>
<td>5. Awareness about Cyber law</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 8.1 reflects the Sampling Strategy used in this ‘Short Survey’. It gives a brief overview of objectives of empirical study, universe or population under study, target population and sampling frame of this research.

**Universe of the Study:** For the purpose of the present study ‘Universe’ refers to the online consumers, who do online shopping and e-Banking transactions with web-sites
(e-Commerce) in North India. Keeping in view the financial restraints, the scope of the present research has been limited to the three States, three Cities and three Universities namely Law Department of Guru Nanak Dev University, Amritsar (Punjab), Law College Dehradun in Uttranchal University (Uttrakhand) and Law Centre-I, North Campus in Delhi University (New Delhi) in North India. Moreover it was convenient for the researcher to visit these places and collect data. An attempt has been made to extract ground realities regarding awareness among online shoppers about the violation of their rights in cyberspace, various online frauds in e-Commerce, security threats in e-Banking and adequacy of legal mechanism for their safety in cyber-marketing. With this aim target population includes: (i) Youngsters; who are much involved in online activities, (ii) Banking Professionals; who can disclose the real situation of security and privacy issues with users of e-Banking in e-Commerce and (iii) Business Class; who has been experiencing shift in behavioral pattern of consumers from shopping in physical market to e-shopping. On this ever expanding field of society the opinion of three sectors of society (Young Generation, Banking Professionals and Business Class) seems to be logical. The purpose of focusing on Law students excluding students of other streams lies in the legal nature of research problem. This study intends to explore the security parameters for protection to online consumers in new e-marketing (online shopping) as well as awareness among respondents regarding their rights and legal ramifications in Indian Jurisprudence.

The Sample and Sampling Design: In this field study ‘Convenient Sample’ (Non-Random Convenienc Sample) has been used to select the respondents rather than a random one. The efforts have been made to give balanced representation to various demographic characteristics of the respondents (online shoppers) such as place, age-groups, educational levels, occupations, various segments of society and both the genders to make the sample representative. The sample being a Non-Random Convenience Sample, due care has been taken to select the respondents who have actual experience of shopping through web-sites. For the sample of online shoppers multi-stage sampling has been used.

In the first stage, North India is classified into three States namely; Punjab, Uttrakhand and New Delhi. In the second stage, one city from each State (Amritsar, Dehradun and North Delhi) and one University from each city has been selected for collection of
primary data. In the third stage, Law Departments of these three Universities have been taken for representation of young generation. A Survey Questionnaire containing 50 statements has been administered to ‘Convenient Sample’ of 600 respondents from North India including (i) University Students from the (a) Law Department, Guru Nanak Dev University, Amritsar (Punjab); (b) Dehradun Law College, Uttranchal University (Uttarakhand); and (c) Law Center- I North Campus, Delhi University, New Delhi. In the fourth stage, Bank Managers as well as employees in banks of three cities have been taken because this study would have been incomplete without getting an insight of actual glimpses of online transfer of money (from shoppers to web-site vendors). In the fifth stage, Businessmen of these three cities are chosen for taking their perspective on this revolution in economy. An honest attempt has been made to include all ‘Other’ respondents who do online shopping and with whom the researcher could meet conveniently.

The aim as well as justification of using a ‘Convenient Sample’ is that in today’s Internet age large number of people are enjoying the benefits of Internet. More and more people are becoming aware about the profits and facilities of Information and Communication Technology. Quite a number of people (with few exceptions) surf the Internet, but they may not be doing online shopping and cannot represent the entire population of Amritsar, Dehradun and North Delhi who are actually involved in an online shopping. Online shopping is behavioral-phenomenon that is in-trend and cherished by most of the people, however, it is very personal trait of individuals and difficult to find and figure out exact target population (online shoppers). With the help of convenient sampling, in the present research, researcher could actually meet the online consumers and has explored the real trend. In addition to this Questionnaire, an informal interview (discussion) has also been conducted with Bank Managers, Law Professors, Lawyers, Teachers and experts in Cyber law on this topic of research (during seminars and conferences) in order to get in depth knowledge about it.

**Data Analysis**: A large number of factors affect the growing trend of consumers for e-shopping and the perceived quality of customer satisfaction. In the questionnaire data have been collected taking into account five major factors namely: (i) Reasons of attraction towards online shopping, (ii) Various types of frauds on consumers in e-Commerce, (iii) Safety of personal sensitive information in e-Banking transactions, (iv)
Effectiveness of legal shield to online shoppers and (v) Future of e-Commerce and online shopping in India. Although there are many variables in this study like place, age-groups, educational levels, occupations and genders which are crucial in determining the trust and security parameters for online consumers, but, no specific variable has been taken into account because the focus of this research is (i) to observe the trend of online shopping and its various determinants in society and (ii) to critically analyse Indian Jurisprudence on Consumer-cum-Cyber protection in context of frauds with online consumers. Therefore, sample analysis of responses of respondents has been made by simple frequencies and percentages. Since the sample size is 600 so as 100% = 600 respondents. For the presentation of results of analysis of questionnaires, the researcher has used Bar Charts as it is very easy to present all the response categories ‘agree’, ‘strongly agree’, ‘neither agree nor disagree’, ‘disagree’, ‘strongly disagree’ and ‘can’t say’ as well as percentages of responses of respondents.

Limitations of the Study: This study is primarily based on ‘Short Survey’ conducted with the help of questionnaire. It is entirely based on the views and ideas expressed by the respondents. The accuracy and authenticity of the study depend on the truthfulness of the revelations of the respondents. The results cannot be so accurate if the respondents keep away from speaking the truth. An attempt has been made to extract honest responses from respondents. Some limitations of this research are as follows:

1. While every effort has been made to get the questionnaire filled personally, even then some elements of bias might have crept in the questionnaires which have been mailed to respondents via post and e-mail.

2. Some of the respondents did not experience online shopping and transaction through e-Banking. Their response may fail to distinguish the relative quality of customer satisfaction in physical commerce from e-Commerce.

3. Although a sincere attempt has been made to include the respondents belonging to various socio-economic backgrounds, who are involved in online shopping, even then the sample may not be truly representative of the universe under study.

4. In order to explore the trend of online shopping, this research has covered only Law Departments of three Universities in North India. This may not provide actual
representation to all online consumers (shoppers) in North India. It is quite possible that so many online shoppers might have been omitted to be included in the sample.

5. Last but very important limitation of this research has been lack of any financial support. Financial deficit has prevented the researcher to cover more respondents from North India.

8.5 Profile of the Respondents is given as under:

A survey questionnaire containing 50 statements has been administered to 600 respondents (sample units). The background information of the respondents in terms of their Place, Profession, Gender and Age-Group is presented as below:

Table 8.2: Classification of Respondents on the basis of States and Cities in North India

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>States and Cities in North India</th>
<th>Number of Respondents</th>
<th>Percentage of Sample %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Punjab (Amritsar)</td>
<td>200</td>
<td>33.3%</td>
</tr>
<tr>
<td>2.</td>
<td>Uttrakhand (Dehradun)</td>
<td>200</td>
<td>33.3%</td>
</tr>
<tr>
<td>3.</td>
<td>New Delhi (North Campus, Delhi University)</td>
<td>200</td>
<td>33.3%</td>
</tr>
<tr>
<td>4.</td>
<td>Total</td>
<td>600</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 8.2 reveals classification of respondents on the basis of ‘Places’ in North India. The purpose of classification of respondents on the basis of places is to represent the trend of online shopping and e-Banking in North India. It displays that in this study three ‘States’ of North India namely Punjab, Uttrakhand and New Delhi have been taken. From each State one ‘City’ namely Amritsar, Dehradun and North Delhi has been selected for collection of data. It has been decided to collect first hand information from 200 respondents (33.3%) from each city. An attempt has been made to give equal representation to each city so as to choose an unbiased sample.
Table 8.3: Classification of Respondents on the basis of Profession/Occupation

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Profession/ Occupation</th>
<th>Number of Respondents</th>
<th>Percentage of Sample %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Law Students (Non Professional)</td>
<td>300</td>
<td>50%</td>
</tr>
<tr>
<td>2.</td>
<td>Bank Managers and Bank Employees</td>
<td>100</td>
<td>16.6%</td>
</tr>
<tr>
<td>3.</td>
<td>Business Class</td>
<td>100</td>
<td>16.6%</td>
</tr>
<tr>
<td>4.</td>
<td>Others:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Housewife</td>
<td>18</td>
<td>16.6%</td>
</tr>
<tr>
<td></td>
<td>School Teachers</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Retired</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Students from other streams of</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Total</td>
<td>600</td>
<td>100%</td>
</tr>
</tbody>
</table>

The table 8.3 presents classification of respondents on the basis of Profession/Occupation. The purpose of classification of respondents on the basis of profession is to explore the pattern of online shopping and e-Banking among Youngsters (Students), Bank Managers, Bank employees and Businessmen. It shows that 50% of the respondents surveyed are ‘Youngsters’ (Law Students). This is followed by 16.6% of the respondents who represent ‘Banking Sector’ and 16.6% of the respondents are ‘Businessmen’. ‘Other’ respondents (16.6%) are those online shoppers who met the researcher during survey and they do not fall within pre-defined categories of profession in target population.
Table 8.4: Classification of Respondents on the basis of City and University in North India

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Cities and Universities in North India</th>
<th>Number of Respondents</th>
<th>Percentage of Sample %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Law Department, Guru Nanak Dev University, Amritsar (Punjab)</td>
<td>100</td>
<td>16.6%</td>
</tr>
<tr>
<td>2.</td>
<td>Law College Dehradun, Uttranchal University, (Uttrakhand)</td>
<td>100</td>
<td>16.6%</td>
</tr>
<tr>
<td>3.</td>
<td>Law Center –I North Campus, Delhi University (New Delhi)</td>
<td>100</td>
<td>16.6%</td>
</tr>
<tr>
<td>4.</td>
<td>Bank Managers and Bank Employees (Amritsar, Dehradun, North Delhi)</td>
<td>Amritsar 46, Dehradun 33, North Delhi 21</td>
<td>16.6%</td>
</tr>
<tr>
<td>5.</td>
<td>Businessmen (Amritsar, Dehradun, North Delhi)</td>
<td>Amritsar 44, Dehradun 39, North Delhi 17</td>
<td>16.6%</td>
</tr>
<tr>
<td>6.</td>
<td>Other Online Users (Amritsar, Dehradun, North Delhi)</td>
<td>Amritsar 51, Dehradun 34, North Delhi 15</td>
<td>16.6%</td>
</tr>
<tr>
<td>7.</td>
<td>Total</td>
<td>600</td>
<td>100%</td>
</tr>
</tbody>
</table>

The table 8.4 depicts classification of respondents on the basis of Cities and Universities from each State. For the selection of sample of Youngsters, University students have been taken. From the city of Amritsar, Law Department of Guru Nanak Dev University (16.6% respondents) has been selected. From the city of Dehradun, Law College of Uttranchal University (16.6% respondents) and Law Center–I North Campus of Delhi University (16.6% respondents) has been added in sampling frame. An attempt has made to give equal representation to the respondents from each University. The aim of taking Law students excluding students of other streams lies in the legal nature of research problem under consideration. 50% representation has been given to Young respondents because they are more Internet savvy. 16.6% samples have been taken from ‘Banking Sector’, 16.6% from ‘Business class’ and 16.6% representation has been given to ‘Other’ online users. The classification of ‘Other’ respondents has been given in table 8.5.
Table 8.5: Classification of ‘Other’ Respondents on the Basis of Profession/Occupation

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Profession/Occupation</th>
<th>Amritsar</th>
<th>Dehradun</th>
<th>North Delhi</th>
<th>Number of Respondents</th>
<th>Percentage of Sample %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>House Wife</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>18</td>
<td>3%</td>
</tr>
<tr>
<td>2.</td>
<td>School Teachers</td>
<td>27</td>
<td>8</td>
<td>1</td>
<td>36</td>
<td>6%</td>
</tr>
<tr>
<td>3.</td>
<td>Retired</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>7</td>
<td>1.1%</td>
</tr>
<tr>
<td>4.</td>
<td>Students From other Streams of Education</td>
<td>11</td>
<td>19</td>
<td>9</td>
<td>39</td>
<td>6.5%</td>
</tr>
<tr>
<td>5.</td>
<td>Total</td>
<td>51</td>
<td>34</td>
<td>15</td>
<td>100</td>
<td>16.6%</td>
</tr>
</tbody>
</table>

Table 8.5 portrays classification of ‘Other’ respondents on the basis of Profession/Occupation. This table elaborates ‘Other Online Users’ (16.6%) as mentioned in table 8.4. These are those online shoppers who met the researcher during this ‘Short Survey’. These respondents have not been covered within pre-defined categories of profession in target population as researcher has taken only three categories (Law Students, Banking Sector and Business Class). It is clear that among ‘Other’ respondents 6.5% of the total 600 respondents are ‘students from other streams of Education’ and 6% of the respondents are ‘school teachers’. This is followed by 3% of the respondents surveyed who are ‘house wives’ and 1.1% of the respondents are ‘Retired’.
Table 8.6: Classification of Respondents on the basis of Gender

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Profession</th>
<th>Number of Female Respondents</th>
<th>Number of Male Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Law Students</td>
<td>150</td>
<td>150</td>
<td>300</td>
</tr>
<tr>
<td>2</td>
<td>Banking Sector</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Business Class</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Others:</td>
<td></td>
<td></td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Housewife (18)</td>
<td>18</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>School Teachers (36)</td>
<td>19</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Retired (7)</td>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Students from other streams (39)</td>
<td>17=56</td>
<td>22=44</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td>306 (51%)</td>
<td>294 (49%)</td>
<td>600</td>
</tr>
</tbody>
</table>

The purpose of classification of respondents on the basis of Gender is to study behavioral-phenomenon of online shopping in Females and Males. The table 8.6 presents that 51% of the respondents in the sample are females and 49% of them are males. It is clear that the sample gives approximately equal representation to both genders in this study.

Table 8.7: Classification of Respondents on the basis of Age Group

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Age-Groups (Years)</th>
<th>Number of Respondents</th>
<th>Percentage of Sample %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Up to 25</td>
<td>350</td>
<td>58.3%</td>
</tr>
<tr>
<td>2</td>
<td>26-35</td>
<td>159</td>
<td>26.5%</td>
</tr>
<tr>
<td>3</td>
<td>36-45</td>
<td>61</td>
<td>10.2%</td>
</tr>
<tr>
<td>4</td>
<td>45 and above</td>
<td>30</td>
<td>5%</td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td>600</td>
<td>100%</td>
</tr>
</tbody>
</table>

The table 8.7 gives age group-wise distribution of respondents. It reveals that majority of the respondents (58.3%) fall in the age group of ‘up to 25 years’. This is followed by respondents in the age-groups of ‘26-35 years’ (26.5%), ‘36-45 years’ (10.2%) and ‘45 and above’ (5%).
8.6 Findings and Analysis of the Study

PART-I

Part-I of the Questionnaire contains some general statements on e-Commerce and consumer protection in online shopping with a view to observe the trend of online shopping and e-Banking among respondents.

Note³

Bar Chart-I: In the entire world, the objective of business or commerce is consumer satisfaction.

The very first statement of this questionnaire is that the objective of business or e-Commerce is consumer satisfaction on which 43% (258) of the respondents have agreed, 10% (60) respondents have strongly agreed whereas 24% (144) have disagreed and only 3% (18) respondents have strongly disagreed with this statement. It reveals that the respondents who have disagreed and strongly disagree are of the opinion that objective of business or e-Commerce is not consumer satisfaction but profit and money. To this statement 17% (102) respondents have neither agreed nor disagreed. 3% (18) respondents have not shared their opinion.

³ In this study 100%= 600 Respondents.
Bar Chart-II: In the era of modernization and cyberspace consumers are very much aware about the protection of their rights.

The second statement is based on awareness of consumers about the protection of their rights in modern era of cyberspace on which 34% (204) respondents have agreed and 11% (66) have strongly agreed. The bar chart reflects that 4% (24) of the respondents have strongly disagreed and 31% (186) have disagreed. It means according to them (who have disagreed and strongly disagree) most of the consumers are not aware about the protection of their rights in Internet era. To this statement 15% (90) of the respondents have neither agreed nor disagreed while 5% (30) have expressed no views.
Bar Chart-III: In Information and Communication Technology people are interested in shopping through Internet because they can purchase things from far off places while sitting at home.

This statement is asked with an objective to know the reason hidden behind increasing trend of shopping through Internet. On the basis of responses it is clear that 61% (366) of the respondents have agreed, 22% (132) of them have strongly agreed, 6% (36) of respondents have disagreed and only 1% (6) have strongly disagreed with the statement that people are interested in online shopping because they can purchase things from far off places while sitting at home. 7% (42) respondents have neither agreed nor disagreed and 3% (18) have not expressed their views on this statement.
Bar Chart-IV: People in the modern world are attracted towards online shopping because it provides wide variety of things of various brands with comparison of prices.

This statement is also asked with a view to observe the reason of attraction of consumers towards online shopping to which 58% (348) of the respondents have agreed, 30% (180) respondents have strongly agreed and only 4% (24) of them have disagreed with the statement that people are attracted because they get variety of things of various brands with comparison of prices. 5% (30) respondents have neither agreed nor disagreed and 3% (18) respondents have not shared their opinion.
This question is based on awareness among online users about cheating and fraud in Internet shopping. This bar chart reveals that 46% (276) of the respondents have agreed, 20% (120) have strongly agreed whereas 10% (60) of them have disagreed and only 2% (12) of respondents have strongly disagreed with the statement that people are cheated in Internet-shopping without even knowing that they are being cheated. It may be seen from the above analysis that the level of awareness among online consumer (respondents) is very good. 9% (54) of respondents have neither agreed nor disagreed and 13% (78) respondents have not conveyed their view point.
Bar Chart-VI: Having faith or trust on Internet sources is not so relevant.

This statement is made to examine the trust pattern of consumers on Internet sources because now-a-days everyone is using Internet but without giving any attention to the reliability and authenticity of web-sources. It is observed that 34% (204) of respondents have agreed, 15% (90) of them have strongly agreed, 20% (120) have disagreed and only 4% (24) respondents have strongly disagreed with the statement that trust on Internet sources is not so relevant. It is evident that only 24% of respondents give importance to the authenticity of Internet sources. To this statement 14% (84) of respondents have neither agreed nor disagreed. 13% (78) respondents have not marked any option.
Bar Chart-VII: In the present era of Information Technology people have started using ATMs, Smart Cards and Debit cards.

The respondents were asked whether they use ATMs, Smart Cards and Debit Cards. 42% (252) respondents have agreed, while on the same 52% (312) respondents have strongly agreed on the use this technology. Only 1% (6) of respondents have strongly disagreed and disagreed. It clearly highlights that e-Banking has become part and parcel of our life. 3% of respondents have neither agreed nor disagreed to this statement whereas 1% (6) have remained silent.
Bar Chart-VIII: The use of ATMs, Smart Cards and Debit Cards are subject to risks of monetary loss.

After asking the question on popularity of ATMs, Smart Cards and Debit Cards, this question is asked with an idea to know the security and privacy of monetary transactions during e-Banking. It is clear from the bar chart that 35% (210) of respondents have agreed, 15% (90) have strongly agreed and 26% (156) respondents have disagreed with the statement that the use of ATMs, Smart Cards and Debit Cards are subjected to risks of monetary loss. It is hereby observed that 7% (42) of the respondents who have strongly disagreed with this statement are mostly Bank Managers and Bank employees because according to them it is hundred percent safe. 6% (36) of respondents have neither agreed nor disagreed and 11% (66) respondents have not given their perspective on this statement.
Bar Chart-IX: Internet Banking or e-Banking is not reliable.

This is a very straightforward and blunt statement on reliability of e-Banking in order to get clear answer on the trust factor of consumers in e-Banking. The responses clearly show that 40% (240) of respondents have disagreed, 11% (66) of them have strongly disagreed, 17% (102) have agreed and only 8% (48) of respondents have strongly agreed. It depicts that consumers repose their trust in e-Banking. 13% (78) of respondents have neither agreed nor disagreed and 11% (66) have not expressed any idea on this statement.
Bar Chart-X: The Indian law dealing with Cyber frauds is not satisfactory.

This is another outspoken statement in order to explore the satisfaction level of Indian Cyber law for dealing with Cyber frauds on which 40% (240) of respondents have agreed and 28% (168) of them have strongly agreed with the statement that in India Cyber law is not satisfactory. However, only 9% (54) respondents have disagreed and 5% (30) are strongly disagreed with this statement and they repose their satisfaction in Cyber law. According to them (who have disagreed and strongly disagreed) Cyber Law is perfect but fault lies in its implementation. 6% (36) respondents have neither agreed nor disagreed and 12% (72) have remained silent on this statement.
PART-II

Part-II of this questionnaire contains some statements on e-Banking with a view to extract information from respondents regarding security and privacy in online financial transactions.

1. In India, Information Technology has changed the way of business and commerce, however, most of the people stick to traditional modes of business.

In this statement the modes of business or commerce are in focus. Although Information Technology has revolutionized the ways of business, however, most of people are in the favor of old or traditional modes of business. This bar chart depicts that 28% (168) of the respondents have strongly agreed while 62% (372) of them have agreed with this statement. 5% (30) respondents who have disagreed and 1% (6) who have strongly disagreed are of the opinion that most of the people prefer modern way of business. 4% (24) respondents have neither agreed nor disagreed with this opinion. It is evident that till date most of people believe in traditional modes of commerce.
2. In India, use of ATMs, Credit Cards, Debit Cards and Smart Cards has become very common in e-Banking.

The question on popularity of the use of ATM’s, Credit Cards, Debit cards and Smart Cards in e-Banking is asked again with a view to cross-check the authenticity of answers of respondents. The responses reveal that 38% (228) respondents have strongly agreed and 54% (324) have agreed. It clearly shows that 3% (18) of respondents who have disagreed and 2% (12) who have strongly disagreed are of the opinion that the use of ATMs, Credit Cards and Smart Cards is not common. 3% (18) respondents have neither agreed nor disagreed with this statement.
3. In India, most of the people are afraid of the use of e-Banking.

In India, it is only in 21st Century, there is boom in e-Banking transactions. Most of the people have started taking advantages of new technological advancements. Still, there are some security threats at the time of handling financial savings through electronic or network medium. In order to get an insight of fears in people this question has been asked to which 15% (90) respondents have strongly agreed and 53% (318) have agreed. It is observed that most of the respondents have agreed with the fact that there are security threats in e-Banking. However, 4% (24) of respondents have strongly disagreed and 17% (102) of them have disagreed. It shows their full trust in e-Banking. 11% (66) respondents have neither agreed nor disagreed with this statement.
4. At the time of online payment on web pages through Account number and Credit Card, any hacker can steal our personal information.

This statement is based on privacy and security concerns in e-Banking indirectly. One of the most common threats in e-Banking is hacking of personal information when online consumer gives his/her account number, credit card number or password to vendor at the time of online payments. In order to judge the fear of hacking in the minds of people in using e-Banking facilities, this question is asked on which 32% (192) of respondents have strongly agreed, while on the same, 40% (240) respondents have agreed, 11% (66) of them have disagreed and only 3% (18) have strongly disagreed. It is submitted that Yes, this fear still have space in the minds of so many online consumers. With this statement 14% (84) respondents have neither agreed nor disagreed.
5. It is very difficult to prove monetary frauds committed on the Internet.

On the question of difficulty in proving the monetary frauds on Internet, 23% (138) of respondents have strongly agreed, 44% (264) of respondents have agreed, 13% (78) of them have disagreed and only 9% (54) have strongly disagreed. The purpose of asking this question is to examine the awareness among consumers about the relevance of evidential documents (that are demanded in court to prove financial frauds committed on them). Most of people lack knowledge about these documents and as a result it becomes difficult to prove monetary frauds committed on the Internet. 11% (66) respondents have neither agreed nor disagreed with this statement.
6. Indian laws are still not able to handle the financial problems in the cyberspace.

On the question of satisfaction of Indian laws to handle the problems in the cyberspace, 27% (162) respondents have strongly agreed and 46% (276) respondents have agreed. It highlights that according to them Indian laws to deal with financial frauds in cyberspace is not satisfactory. The response of 12% (72) respondents who have disagreed and 4% (24) who have strongly disagreed shows that they are satisfied with law. It is observed here that the reason of dissatisfaction of people with Indian Cyber Law is that- At the time of any fraud or cheating, consumers find no place to go for justice. The actual application of Indian Cyber law for the protection of online consumers’ is not effective. 11% (66) of respondents have neither agreed nor disagreed with this statement.
7. Most of the youngsters are fascinated towards online shopping and online banking.

This statement is asked in order to examine the tendency of online shopping in young generation. It is observed from the bar chart that most of the youngsters are fascinated toward online shopping as 51% (306) of respondents have strongly agreed and 43% (258) have agreed. Only 1% (6) respondents have strongly disagreed and 3% (18) of them have disagreed; they are of the opinion that not only youngsters but also people from other age also prefer online shopping. 2% (12) respondents have not expressed clear views.
8. Online shopping and e-Banking is a popular trend in the people from rich families.

This question is asked in order to judge the tendency of online shopping in consumers on the basis of financial resources. It is clear from the responses that 47% (282) of respondents have strongly agreed, 35% (210) have agreed and only 3% (18) have strongly disagreed with the statement that this online shopping is a popular trend in rich families. 9% (54) respondents have disagreed and 6% (36) of them have neither agreed nor disagreed with this statement. Therefore, it may be observed from the above analysis that for rich families, it is a hobby and they do not give much attention to security, privacy and reliability of Internet sources. The respondents who have disagreed with this statement they are of the view that financial resources do not make much difference provided quality of goods must be praiseworthy.
9. Now-a-days, the Business sector is relying on Internet for most of the business transactions and functions in India.

On the statement of reliance of business sector on Internet for most of business transactions, 28% (168) of respondents have strongly agreed, 56% (336) have agreed, 6% (36) of respondents have disagreed and only 3% (18) of them have strongly disagreed. The analysis of this statement reveals that in 21st Century most of respondents have confirmed that business sector has adopted Internet facilities for many business transactions in India. 7% (42) of respondents have neither agreed nor disagreed with this statement.
10. Cyber frauds are increasing day by day in context of monetary frauds during online shopping.

![Percentage (%) of Responses](chart)

This question is asked about cyber frauds particularly in money matters. To this statement that cyber frauds are increasing day by day in the context of monetary frauds 38% (228) of respondents have strongly agreed, 44% (264) of respondents have agreed and only 4% (24) of them have strongly disagreed. 5% (30) of respondents have disagreed and 9% (54) have neither agreed nor disagreed. From these responses, it is crystal clear that Internet has provided a haven for cheating with people. A long list of financial cyber-frauds is available and soft targets for criminals are bank accounts of people on unsecure web pages during online shopping.
PART-III

Part-III contains optional questions on e-Commerce, online shopping and e-Banking as the focus of this research is on the protection of rights of consumers in online shopping. Some direct questions have been asked again so as to cross-check the authenticity of answers of respondents and their knowledge about this area of research.

Bar Chart-I: What is the role of Internet in your life?

This bar chart is based on the question of relevance of Internet in life of people in which three options have been given to respondents to which 94% (564) of respondents are of the opinion that Internet has become part and parcel of every aspect of human life. 3% (18) respondents have expressed that Internet is not relevant for ordinary human being and 3% (18) have stated that Internet is important only for students.
Bar Chart-II: What is e-Commerce?

The bar chart depicts that on the question of meaning of e-Commerce, 89% (534) respondents have marked correct option while 6% (36) have marked commerce in physical market as e-Commerce and 5% (30) of respondents have given totally wrong answer because according to them e-Commerce means window shopping. It may be seen from the above analysis that presently, e-Commerce has become very popular and most of respondents are aware about it.
In order to analyse the knowledge of respondents on this topic this question is asked. This bar chart displays that 96% (576) of respondents have given correct response. According to 2% (12) respondents online shopping means shopping on the computer and 2% (12) of them have given completely wrong answer. From the above analysis it is clear that most of the respondents are aware about this emerging field of e-Commerce.
In this question three major reasons are highlighted which are very common for attraction towards online shopping. It is clear that 69% (414) of respondents have preferred online shopping because it caters variety of offers with comparison of prices, 25% (150) have opted for online shopping as it saves time, money and travelling expenses and only 6% (36) have said that it is not expensive. The analysis reveals that one of the very important factors for attraction towards online shopping is boom in online marketing. Online advertisements of variety of products with fewer expenses have empowered consumers to choose products very carefully.
In online shopping number of frauds are committed by computer experts with users who are not so well versed with Information and communication technology. In this question on frauds in online shopping three very common frauds are indicated. From the responses, it is clear that 54% (324) of respondents have expressed that goods delivered are not as they are shown on web-pages, 24% (144) have stated that online advertisements are fake and 22% (132) have responded that some creators of web sites are fraudulent. From the analysis of responses, it is clear that one of the very common frauds is defect and duplicacy in the goods delivered. It is hereby submitted that the researcher has personally suffered this type of fraud in online shopping.
Bar Chart-VI: What are threats to consumers in online shopping?

Generally, in a physical world, if a consumer faces complaint about his/her products, he/she can go back to that particular shop and can register his/her complaint. However, in comparison to it, in online commerce, chances of cheating, financial insecurity and uncertainty are much more. Therefore, in this question three very common threats to online shoppers are given. From the responses, it is evident that 61% (366) of respondents are in the favor of threat of chances of hacking of bank accounts, 26% (156) of them have said that there is no evidence of identity of owner and only 13% (78) have favored the ignorance among people about technical investigation procedure in Cyber frauds.
Bar Chart-VII: What is adequate remedy to deal with the complaints of consumers for e-frauds?

This question is based on the awareness among consumers about adequate remedy against e-frauds. The results of this bar chart show that 66% (396) of respondents have said that adequate remedy against e-frauds is to file complaint with consumer forum, 25% (150) have preferred to file F.I.R. against these frauds and 9% (54) have remained silent because according to them there is no specific law in India. This analysis makes it clear that most of respondents are well aware about consumer complaint redressal mechanism.
Bar Chart-VIII: Do you think Indian Cyber law is adequate and satisfactory?

This bar chart is based on the question of adequacy of Cyber law in India to which only 16% (96) of respondents have showed their satisfaction while 57% (342) of respondents still need improvements in it. On the adequacy of Indian Cyber Law 27% (162) of respondents have not expressed their opinion.
Bar Chart-IX: Have you ever suffered any loss during e-Banking?

This question is direct and clear question to respondents on reliability of e-Banking. The results of this analysis have been presented in bar chart. It is clear that 57% (342) respondents have not suffered any loss, 13% (78) respondents have suffered loss and 30% (180) of them do not have any experience of e-Banking. It has been observed that most of respondents have expressed their trust in security of personal information in e-Banking transactions.
The ‘419 Fraud Scam’ or ‘Nigerian Scam’ is very popular which causes huge amount of losses to innocent victims. Under this scam, spam messages are sent to enormous e-mails under a fake identity and whoever replies to these e-mails, he/she has to suffer financial losses. Therefore, this question is asked to which 47% (282) of respondents have responded that No, these spam e-mails in the name of banks are not infringing their privacy, 21% (126) have said Yes and 32% (192) have expressed that Yes, these are fraudulent and cause mental tension.
To this question, 59% (354) of respondents have responded that the future of e-Commerce is very bright, 32% (192) have stated that people are not aware about it and only 9% (54) of respondents are of the view that future of e-Commerce is not bright.
In the end of this part, the purpose of asking this question is to know the suggestions from the respondents on the point that how the interests of consumer can be better protected in online commerce. It is seen from the analysis of responses that 82% (492) of respondents have suggested that consumer can be protected if he/she is aware about cyber law. 10% (60) respondents have supported that litigation in consumer forum can provide them protection while 8% (48) of them have suggested to make complaint to Ministry of Information and Communication Technology for the protection of their rights in e-Commerce.
The Part-IV contains close-ended and direct questions in which answers are asked in ‘Yes-No’ pattern. The aim of this part is to get clear answer regarding trend of online shopping and trust of consumers in it.

1. Have you ever opted for online shopping or shopping through Internet?

With a view to explore actual preference for online shopping direct questions has been asked that have you ever opted for online shopping. It is evident from the analysis that 75% (450) of respondents have opted for online shopping whereas 25% (150) have never opted for it.
2. Is the quality of products that you purchase online same as shown on the web advertisements on e-shops?

52% (312) of respondents have agreed that the quality of products that they purchase online is same as shown on the web-advertisement, while 48% (288) respondents have denied. It is observed from the analysis that on this question the response is mixed one.
3. Is it true that Internet offers a wide range of goods with comparison of features which are not available in physical market?

This bar chart reveals that 80% (480) respondents have agreed with the statement that Internet offers a wide range of variety of goods with comparison of features which are not available in physical market while 20% (120) have disagreed with it.
4. Do you have any benefit from online shopping?

The analysis of this question depicts that 79% (474) of respondents have showed their beneficial interests in online shopping while 21% (126) have expressed that they did not experience any benefit from online shopping. It is observed that majority of respondents like online shopping.
5. As a Consumer do you think that your rights are violated in Internet Shopping?

It is clear from the results of bar chart that 78% (468) of respondents have supported that their rights as online consumers are violated in Internet shopping while 22% (132) of them have denied it. It is clear that respondents who have said no hold the view that the Internet shopping is safe, enjoyable and reliable.
6. Do you think money transactions through Internet or Online Banking is safe?

From this bar chart it is crystal clear that on the question of reliability and safety of e-Banking transactions respondents have given mixed opinion. 51% (306) of respondents are satisfied while 49% (294) of respondents are not satisfied with safety mechanism in online banking.
7. Do you fear while opting for online shopping and online banking transactions?

This is again direct question to respondents regarding their shopping behavior of online consumers. The analysis reveals that 72% (432) of respondents have showed their fear while opting for online shopping and online banking transactions while 28% (168) have reposed their full faith in it.
8. Are you aware about remedy against e-frauds in India?

It is hereby submitted that as the nature of remedy has not given in the question, therefore, it is doubtful that what remedy each respondent carries in his/her mind. However, on this question 72% (432) respondents are aware about remedy against e-frauds while 28% (168) of them are not aware about any remedy.
PART-V

The Part-V of this Questionnaire contains Open-ended questions on legal perspective of cyber frauds in e-Commerce and online shopping. It is hereby submitted that respondents have not shown their interest in filling the answers of these questions. Out of 600 respondents hardly 125 respondents have answered. After reading their answers following observations are made:

**Ques. 1 What is the Bible of Cyber Law in India?**

**Opinion:** This question is left unanswered in all the questionnaires. However, when name of the Act is asked in the second question, most of the respondents have given answer.

**Ques.2 Are you aware about the Information Technology Act, 2000? What are popular crimes in cyber world?**

**Opinion:** The respondents have heard about the Information Technology Law but they are not well known with the aims and objectives of the Information Technology Act, 2000. Popular crimes in Cyber world are highlighted as: Virus attacks, Spam e-mails, Hacking of Bank Accounts and Credit card frauds.

**Ques. 3 Are you aware about Law in India for the protection of Consumers?**

**Opinion:** Most of respondents have written the Consumer Protection Act, 1986.

**Ques.4 In which market, consumer is safe (a) Physical Market (b) Online Market? Why?**

**Opinion:** Respondents have stated that both types of markets have their own pros and cons. Most of respondent are of the view that physical market is safe. However, they also hold the opinion that now-a-days they enjoy online shopping too.

**Ques.5 Are you in the favor of online shopping? If Yes, Do you enjoy online shopping? If No, Why?**

**Opinion:** Most of the respondents have expressed that they are in the favor of online shopping as it is safe, enjoyable as well as trustworthy. Some respondents
have simply stated that it is boring, expensive, limited in choices, wastage of time and money. That’s why they are not interested in it.

Ques.6 What are modes of frauds in online shopping?

Opinion: Modes of frauds in online shopping are expressed as: Fake and polished advertisements, defective and substandard goods, delay in delivery, poor quality and extra shipping charges which were not disclose earlier.

Ques.7 Do you think giving personal details about Bank Account Number and Credit Card on Internet to web-shops is safe?

Opinion: Giving personal details about Bank Account Number and Credit Card on Internet to web-shops is considered as safe by most of the respondents. According to them during any transaction with web site, a 3D PIN is generated. Consumer needs not to give his/her personal password. It is fully safe and secure.

Ques.8 In the new millennium, we all are adopting the technologies. Do you think our laws are adopting changes according to the requirement of time?

Opinion: No one bothered to read and answer the complete question. Some respondents have written yes while others have written no and maximum questionnaire contains don’t know response.

Ques.9 If the online web source with whom the consumer is dealing ceases to exist after payment, what remedy consumer will have?

Opinion: On the question that if the online web source with whom the consumer is dealing ceases to exist after payment, what remedy consumer will have-it is submitted that there is one common answer- Consumer Forum.

Ques.10 Is Indian IT Act, 2000 satisfactory and according to needs of modern technology or it require changes?

Opinion: Again, this question is left unanswered. Some respondents have expressed yes while others have written don’t know.
8.7 Conclusion

It is often challenging to undertake research about a fast-moving subject. Describing the past is relatively easy. Predicting the future with reasonable accuracy is possible if the discussion is based on a good understanding of the fundamentals. The real problem with the analysis of the present research problem is that it tends to be out of date as significant new developments are taking place almost every day in electronic-commerce and Information Technology. The aim of conducting this field work is to pierce the veil of Indian Cyber law in order to show the actual protection given to consumers in online world. In order to get a deep insight into the problem under study various questions have been asked from various perspectives because sometimes there is need for a research to pull everything together, to act as a single source of reference, and to separate the forest, trees and wood. From this ‘Short Survey’ following results have been extracted:

Result I: Awareness about e-Commerce and Online Shopping

One of the most relevant aims of conducting empirical research is to observe popularity of e-Commerce and online shopping among people in order to see whether it has been embraced in shopping behavior of our society or not. It is seen that:

1. The Internet has become part and parcel of our life is accepted by 94% of respondents (Bar Chart I of Part III) wherein 89% of respondents are well aware about e-Commerce (Bar Chart II of Part III) and 96% of respondents know about online shopping (Bar Chart III of Part III).

2. With reference to Bar Chart 1 of Part IV it is clear that 75% of respondents are involved in online shopping.

Result II: Reasons of Attraction towards Online Shopping

From the analysis of responses it is observed that there are four prominent reasons of attraction towards online shopping:

1. With reference to Bar Chart III of Part I, it is clear that 83% of respondents are interested in online shopping because they can purchase things from far off places while sitting at home.
2. Bar Chart IV of Part I show that 88% of the respondents agree that people in the modern world are attracted towards online shopping because it provides wide variety of things of various brands on competitive prices.

3. 25% of the respondents have opined that it saves time, money and travelling expenses (Bar Chart IV of Part III).

4. With reference to Bar Chart 4 of Part IV it is seen that 79% respondents have expressed that they gained benefits from online shopping.

**Result III: Consumer Index in Online Shopping**

Another crucial question is asked to know that which segment of society is more fascinated towards online shopping. It is crystal clear from the analysis of responses that:

1. 94% of the respondents have agreed with the fact that most of the youngsters are fascinated towards online shopping and online banking (Bar Chart 7 of Part II).

2. 82% of the respondents have believed that online shopping and e-Banking is a popular trend in the rich families who are not much concerned about security and online shopping is their hobby (Bar Chart 8 of Part II). It reflects that other segments of society still do not want to face any risk and prefer to go to physical market for shopping.

3. Girls are most interested in online products like cosmetics, dresses, purses, ornaments and kitchen products, while, boys are interested in shoes, perfumes and goggles. 62% girls and 38% boys are involved in online shopping. (Discussion/informal interview revealed this fact).

4. It has been observed that Females (Housewives, Bank employees and Businessmen) prefer Tele-Shopping than online (Internet) shopping. Males (Bank employees and Businessmen) prefer shopping in physical market than Cyber-market. (Discussion/informal interview with respondents has highlighted this fact). The views of businessmen on this topic are that now-a-days, online shopping is in trend. People enjoy it as their hobby. It is not a necessity. According to them, web shops enjoy huge profits. The quality of products is poor and margin of profits is much more. They suggested not to prefer it.
Result IV: Trust Factor in Consumers on Internet Sources

The significant determinant factor in the growth of e-Commerce in India is the ‘Trust’ of consumers in it. It is revealed from the responses that:

1. 66% of the respondents have stated that people are cheated in shopping through Internet even without knowing that they are being cheated (Bar Chart V of Part I). This mind set of people is a major hindrance in the growth of e-Commerce in India. It shows lack of trust in Internet sources.

2. 72% of the respondents fear while opting for online shopping in India (Bar Chart 7 of Part IV).

3. 49% of the respondents believe that those who enjoy online shopping they do not give importance to trust in Internet sources. The reason seems that- online shopping is considered as a hobby rather than a necessity. However, there are other 24% people too who enjoy online shopping as well as they give preference to their security too. For them trust forms the backbone of sound e-Commerce (Bar Chart VI of Part I).

4. At the time of interaction with respondents a very relevant factor is revealed in this research that- Yes, presently most of the youngsters are enjoying online shopping and their trust lies in the brand name of ‘Shopping Web-Sites’. Shopping with ‘Amway’, ‘Myntra’ and ‘Homeshop18’ is satisfactory. Moreover, ‘Trial before Purchase’ and ‘Payment on Delivery’ is also a welcome option by online consumers. Therefore, it is observed that in cyberspace too some web shops have established their competencies.

Result V: Frauds with Consumers in Online Shopping

With an objective to explore various popular modes of frauds with consumers in online shopping, some questions are asked in questionnaire. From the analysis of responses following frauds are highlighted:

1. 54% of the respondents have expressed that in online shopping goods are not as they are shown on web-pages (Bar Chart V of Part III).
2. 61% of the respondents have showed their concern about chances of hacking of bank accounts during online shopping, 26% of the respondents have said that there is no evidence of identity of owner at the time of giving our account number and password to seller and 13% of the respondents have agreed that there is technical investigating procedure in case of online fraud and cheating (Bar Chart VI of Part III).

3. 82% of the respondents have stated that most common Cyber fraud is in the context of monetary financial transactions during online shopping (Bar Chart 10 of Part II).

4. 78% of the respondents have believed that rights of the consumers are violated in Internet shopping (Bar Chart 5 of Part IV).

5. 24% of the respondents have said that online advertisements are fake and 22% of the respondents have asserted that some creators of web sites are fraudulent (Bar Chart V of Part III).

Result VI: E-Banking and Trust Factors of Consumers in Internet Banking Transaction

In order to explore the faith among people about security and privacy in e-Banking transactions various questions have been posed to respondents. Very surprisingly, the response is mixed one.

1. 94% of the respondents have affirmed that in the present era of Information Technology, people have started enjoying the benefits of e-Banking services (Bar Chart VII of Part I). With reference to Bar Chart 2 of Part II, 92% of respondents have displayed that in India use of ATMs, Credit cards Debit Cards and Smart Cards has become very common.

2. 50% of the respondents have expressed that the use of ATMs, Smart Cards and Debit Cards are subjected to risks of monetary loss (Bar Chart VIII of Part I).

3. 68% of the respondents have highlighted that in India most of the people are afraid from the use of e-Banking (Bar Chart 3 of Part II).
4. 51% of the respondents have held that money transactions through Internet is safe while 49% of them have expressed that online Banking is not safe (Bar Chart 6 of Part IV).

5. 72% of the respondents have confirmed that at the time of online payment through Account Number, Credit Card, any hacker can steal their personal information (Bar Chart 4 of Part II).

6. 51% of the respondents have held the opinion that Internet-Banking is reliable and trustworthy and 25% of the respondents have believed that Internet Banking is not reliable (Bar Chart IX of Part I).

7. 57% of the respondents have accepted that they never suffered any loss during e-Banking (Bar Chart IX of Part III).

8. 67% of the respondents have expressed that it is very difficult to prove monetary frauds on the Internet (Bar Chart 5 of Part II).

Result VII: Awareness of consumers about their rights in Cyberspace

‘Ignorance of law is no excuse’- It is a very popular maxim in law that runs like a golden thread throughout the Indian legal system. Therefore, to get an insight of consumers about their rights and legal ramifications in Cyberspace some questions are included and from the responses it is clear that awareness level is very low.

1. 45% of the respondents have highlighted that in the era of modernization and cyberspace, consumers are very much aware about the protection of their rights (Bar Chart II of Part I).

2. 66% of the respondents have carried an opinion that adequate remedy to deal with the complaints of consumers against e-frauds is to file complaint with Consumer Forum while other respondents are not aware about reliable remedy for the protection of their rights (Bar Chart VII of Part III).

3. 59% of the respondents have said that the future of e-Commerce is very bright (Bar Chart XI of Part III) and 82% of the respondents have suggested that there is need of awareness among consumers’ about Cyber laws (Bar Chart XII of Part III).
Result VIII: Satisfactory Level of Indian Cyber Law

Satisfaction with any legal enactment is felt by the hearts of people. Satisfactory response automatically comes when victims start getting justice. However, it is sad to know that even most of the law students are not aware about the Information Technology and its objectives. The analysis of responses depicts that:

1. 68% of the respondents have confirmed that the Indian law dealing with Cyber frauds is not satisfactory (Bar Chart X of Part I).

2. 73% of the respondents have stated that Indian Cyber law is not able to handle the financial problems in cyberspace (Bar Chart 6 of Part II).

3. 57% of the respondents have opined that in India, Cyber law is emerging and not satisfactory (Bar Chart VIII of Part III).

On the basis of analysis of responses it is crystal clear that in India online shopping has been cherished by most of the people. But still lots of fears are deeply embedded in the mind set of people regarding quality, authenticity, security and privacy in this new trend of shopping. These fears are great hindrances in the development of e-Commerce in India. In the new global economy there is direct relationship between consumer protection in digital commerce and growth of e-Commerce. It is, therefore, submitted that in order to ensure sustainable growth of Indian e-Economy, it is very important to actively address the issue of promotion of e-Commerce and consumer protection by the Indian government in their policy agenda. In the absence of fertile ground of secure and trustworthy online commerce, e-contract and e-Banking, Indians can never avail the benefits of new technology. Consumer Protection Law is a living law. Therefore, according to needs of the society, it must be amended and updated. It is submitted that the technology cannot be stopped but legal luminaries have to decide that what measures are required to be taken for the success of e-Commerce in India. A strong legal weapon is required before the technology starts dictating rules. Therefore, in order to increase the trust of consumers in e-Commerce it is need of the hour to duly recognize the rights of online consumers in Indian Cyber law.