

**Evaluation of Product Trust in the Age of E-Commerce**  
**5 April 2022, Tuesday | 05:30 - 07:00 PM IST**

**Webinar Agenda**

05:30 – 05:35 PM	<b>Welcome remarks:</b> Dr. Arvind Mayaram, Chairman, CIRC and Former Union Finance Secretary of India
05:35 – 06:45 PM	<b>Panel Discussion:</b>  <b>Moderator:</b> Dr. Arvind Mayaram, Chairman, CIRC and Former Union Finance Secretary of India  <b>Panel:</b> Dhanendra Kumar, Former Chairman, Competition Commission of India  Anil Agrawal, Additional Secretary, DPIIT  Amit Kapoor, Honorary Chairman, Institute for Competitiveness  Anil Rajput, Chairman, FICCI CASCADE and Senior Vice President Corporate Affairs ITC Limited  Thampy Koshy, CEO, Open Network for Digital Commerce (ONDC)
06:45 – 06:55 PM	Question & Answer Session
06:55 - 07:00 PM	Vote of Thanks

**Questions for panel discussion**

**Common questions for all the speakers:**

- How do you define product trust?
- How does one distinguish it from customer trust and overall trust in e-commerce?
- How is product trust different for consumers in offline vis-à-vis online shopping mode?
- In your opinion, what factors contribute to building trust among consumers?

- What should be the policy framework in India to support e-commerce platforms and sellers in fostering trust among consumers?

### **Individual questions for the speakers**

#### **Shri Thampy Koshy**

- What is ONDC- Open Network for Digital Commerce?
- What is the issue with the present e-commerce system and how will ONDC be different from it?
- How can it help in enhancing consumer trust on products in online shopping?

#### **Shri Anil Agrawal**

- How are consumer protection concerns different for offline vis-à-vis online shopping? What is the need for separate e-commerce rules under consumer protection?
- How are the new e-commerce draft rules released in 2021 under the Consumer Protection Act 2019 going to enhance consumer protection?
- There is a huge debate regarding the restriction on flash sales, fall back liability and related parties under these rules. How are these restrictions in consumer interest?
- What can e-commerce players and the sellers do to enhance consumer trust and consumer protection?

#### **Shri Dhanendra Kumar**

- How are the new e-commerce draft rules released in 2021 under the Consumer Protection Act 2019 going to enhance consumer protection?
- There is a huge debate regarding the restriction on flash sales, fall back liability and related parties under these rules. How are these restrictions in consumer interest? Has this issue been dealt with by the CCI as well?
- Is there an overlap between the consumer protection rules for e-commerce under the consumer protection act and the competition act? How are the responsibilities of the two forums different and how do they protect consumer interest and support sellers and e-commerce players in fostering trust in consumers?

#### **Shri Anil Rajput**

- In their studies, and often tweets, FICCI has recognized the shifting consumer preference towards e-commerce. In your opinion, what role does product trust on e-commerce play in this shifting consumer preference?
- What are the factors that lead to consumers buying online without even seeing the seller and the product?
- Does brand awareness help in enhancing product trust? FMCG brands invest a lot in branding and marketing. Do they see any difference in product trust through offline vis-à-vis online channels?

#### **Shri Amit Kapoor**

- Is there an increasing consumer preference for e-commerce?
- What attracts consumers to e-commerce?
- What role does product trust have to play in that transition?

- Given the absence of touch and feel factor in online shopping, what helps e-commerce companies and sellers in building the product trust among consumers that make them buy their products online?
- Does brand awareness play a role in that?