



Behavioural Economics Foundations for Consumer Protection in African Markets: A Focus on Zambia

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Abstract

Consumer protection in African markets, particularly in Zambia, is challenged by a mix of cultural norms, economic disparities, and market dynamics that influence consumer behaviour. Not applicable By integrating behavioural economics principles into consumer protection policies, Zambia can improve outcomes for vulnerable consumers and foster a more resilient market environment. Policymakers should prioritise education campaigns on risk management and the importance of reading small print. Additionally, regulatory measures such as clearer labelling standards are recommended to align with consumer preferences.

Keywords: *Geography, Africa, Zambia, Cultural Economics, Social Preferences, Behavioural Finance, Ethnocentrism, Market Adaptation*

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