



Consumer Protection in African Markets Through Behavioural Economics Insights: A Mixed-Methods Exploration in Malawi

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Abstract

Consumer protection in African markets is a critical area of study due to the prevalence of market failures and consumer exploitation. A combination of quantitative surveys and qualitative interviews was employed to gather data from consumers and retailers across different socioeconomic strata in Malawi's urban centers. The analysis revealed that a significant proportion (60%) of surveyed consumers were vulnerable to price manipulation techniques, underscoring the need for robust regulatory measures. Qualitative insights highlighted recurring themes such as deceptive advertising practices and inconsistent product quality. This study provides empirical evidence supporting the efficacy of behavioural economics approaches in enhancing consumer protection strategies in Malawi's market environment. Policy recommendations include stricter enforcement of anti-fraud laws, mandatory disclosure of pricing information, and regular training for retailers on ethical business practices.

Keywords: *African markets, Behavioural economics, Mixed methods, Market failures, Consumer protection, Qualitative research, Quantitative analysis*

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