



Behavioural Economics Foundations for Consumer Protection in Cape Verdean Markets

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Abstract

Consumer protection in Cape Verdean markets is crucial given their developing nature, where market dynamics often favour sellers over buyers due to limited consumer literacy and enforcement mechanisms. Not applicable for a theoretical framework article. The theoretical model developed here provides a robust foundation for designing consumer protection policies that are both culturally sensitive and effective in addressing market asymmetries. Recommendation is to integrate findings into existing regulatory frameworks, with specific focus on enhancing consumer education programmes and leveraging social norms to foster more informed purchasing decisions.

Keywords: *Geography, Africa, Cape Verde, Behavioural, Economics, Theory, Consumer, Protection*

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