



Behavioural Economics in African Markets: Insights for Consumer Protection in Mauritius

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Abstract

Behavioural economics has emerged as a critical field in understanding consumer behaviour, particularly in contexts marked by cultural and economic diversity such as African markets. A mixed-methods approach was employed, integrating qualitative interviews with quantitative surveys to gather insights from both industry experts and ordinary citizens across Mauritius. Quantitative analysis revealed that over 70% of respondents experienced at least one instance of deceptive pricing practices, underscoring the need for stringent regulatory measures. The study concludes that understanding consumer behaviour through behavioural economics can significantly improve the efficacy of existing and future policies aimed at protecting vulnerable groups in Mauritius. Recommendations include mandatory training for sales personnel on recognising common biases, implementation of clearer labelling standards for products, and regular public awareness campaigns to raise vigilance against deceptive practices.

Keywords: *African markets, Cultural economics, Behavioural insights, Consumer psychology, Choice architecture, Market segmentation, Experimental economics*

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