Electronic commerce (e-commerce) is the buying, selling as well as advertisement of goods and services on the Internet. Thus, the Internet has now given birth to yet another group of consumers known as electronic consumers (e-consumers). This new group of consumers is increasing in number over the years as online commercial transactions become a new way of life style across the globe. Consequently, a number of legal instruments for the protection of e-consumers emanated from international and national levels. This is necessary in view of the vulnerability of consumer’s data in the hands of electronic trader (e-traders). As well as deceptive and unfair trade practices coming from the part of the powerful and giant e-traders. The need to check the excesses of e-trader against the e-consumers through the instrumentality of legal mechanisms cannot be over-emphasised. Therefore, this paper focuses on e-commerce and consumer protection issues in Nigeria. The paper dwells on issues as e-consumer data protection and unfair trade practices emanating from e-traders. The paper adopts a doctrinal research methodology to investigate the extent of Nigeria's commitments in addressing these issues. The paper cites references to international best practices. Hence, the paper adopts a comparative analysis approach in its efforts to reveal the adequacy or otherwise of the Nigerian legal system to address the issues. Meanwhile, the outcome of this paper is likely to suggest the need for specific reforms in the Nigerian legal framework for the protection of e-commerce consumers. Recommendations to that effect would be made at the tail end of the paper.

Keywords: e-commerce, e-consumer, e-traders, data protection, unfair trade practices, international law, Nigeria