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LEGAL ISSUES CONCERNING CONSUMER PROTECTION IN METAVERSE OPERATION IN NIGERIA: TAKING A LEAP FROM UGANDA

Paul Atagamen Aidonojie¹✉, Esther Chetachukwu Aidonojie²,
Eregbuonye Obieshi³, Olawumi Odeyinka-Apantaku⁴, Ekpenisi Collinsd⁵

¹ School of Law, Kampala International University, Kampala, Uganda,
Email: paul.aidonojie@kiu.ac.ug

² School of Public Health, Kampala International University, Kampala,
Uganda, Email: esther.aidonojie@kiu.ac.ug

³ Faculty of Law, Edo State University, Edo State, Nigeria
Email: obishi.eregbuye@edouniversity.edu.ng

⁴ Legislative Aid, Halifax Regional Municipality, Halifax, Nova Scotia,
Canada, Email: olawumideyinkapantaku@gmail.com

⁵ School of Law, Kampala International University, Kampala, Uganda,
Email: colins.ekpensi@kiu.ac.ug

✉ corresponding email: paul.aidonojie@kiu.ac.ug

Article	Abstract
Keywords: Legal, Consumer Protection, Metaverse, Nigeria, Ugandan;	The Metaverse concept is a unique and trending digital platform, that has transformed commercial and social activities. Despite the prospect of Nigerian commercial activities in the Metaverse, it presents some unique challenges for consumers. Concerning this, the study examines the legal issues surrounding consumer protection in the Metaverse, to adopt possible legal ideas from Uganda's experience, the study adopted a hybrid method of study, and 317 questionnaires were distributed to respondents residing within Nigeria. The results were analyzed with the aid of a descriptive and analytical approach. The study reveals that the metaverse concept provides significant prospects and
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potential for consumers. However, there are legal and social issues consumers may encounter. These challenges include a lack of legal measures in safeguarding consumer rights in the metaverse, the incidence of fraudulent activities by fraudsters, and several other challenges. It was therefore concluded and recommended that, for an effective operation of the metaverse that would not violate consumer rights, there is a need to incorporate an effective legal framework that will safeguard consumer interest. In this regard, the study recommends Uganda's consumer protection laws as a model for the Nigerian government to adopt in safeguarding consumer commercial activities in the metaverse.



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Introduction

Recently, technological advancement and digitalization have exposed many top organizations and companies to a new world of ineludible progression of internet usage for commercial transactions through the concept of metaverse¹. Metaverse can connect a lot of users across the globe with virtual facilities to engage and transact businesses to advance economic advantages irrespective of their locations. With the help of Metaverse various renowned and world-class organizations can promote their commercial transactions without distance or physical barriers to validate transactions². The idea behind the introduction of the metaverse is to provide a more sophisticated avenue better than the conventional ways of promoting the economy which have a lot of limitations. Thus, with the help of the metaverse, various enterprises and other social network platforms have gained

¹ Paul A. Aidonojie, Saminu W. Abacha, and Ayuba David. "Effectiveness of the Administration of Justice in Nigeria Under the Development of Digital Technologies." *Journal of Digital Technologies and Law* 1, no. 4 (2023): 1105-1131. <https://doi.org/10.21202/jdtl.2023.48>

² Siti Anisah, "The Use of Per Se Illegal Approach in Proving the Price-Fixing Agreements in Indonesia." *Jurnal Media Hukum* 27, no. 1 (2020): 99-120. <https://doi.org/10.18196/jmh.20200145>

their stand in the current digital world with a lot of advantages³. The potentials and opportunities that come with the metaverse can be experienced in all spheres of human involvement, ranging from education, entertainment, commercial industries, and social-related activities to promote new ideas on how to utilize the benefits of advanced technology and digitalisation on commercial transactions⁴. Hence, the metaverse has been able to create a tremendous improvement on the usual way of handling commerce and social networking to a more sophisticated and digitalized format of commercial transactions.

Nigeria as a developing country, is not left out in annexing the possibilities and advantages of the metaverse. Modern companies in Nigeria are now going digital to showcase and promote their values to the world⁵. However, there is a need for consumers and end users beneficiaries of the metaverse to be protected. Despite the positive outcomes attributed to the metaverse, there are a lot of challenges and shortcomings that can be experienced with it⁶. These shortcomings are not limited to dubious online transactions, infringement on intellectual property and patent rights, fraud, cyber-related crimes, and so on. Thus, to have a hitch-free actualization of metaverse in Nigeria, especially when a lot of Nigerians are just adapting to these innovations, it is important to have regulations and laws that will

³ Syaiful Azam, Mulhadi Mulhadi, and Dedi Harianto. "The Undue Influence Doctrine and Its Function in Consumer Financing Cases." *Jurnal Media Hukum* 27, no. 2 (2020): 229-240. <https://doi.org/10.18196/jmh.20200154>

⁴ Paul A. Aidonojie, Kolawole A. Adesoji, Obieshie Eregbuonye, Godswill O. Antai, Isaac O. Ottah, and Micheal Mutawalli. "The Prospect, Legal, and Socio-economic Implication of Metaverse Operation in Nigeria." *YURISDIKSI* 19, no. 4 (2024): 455. <https://doi.org/10.55173/yurisdiksi.v19i4.201>

⁵ Amanim Iwok and Bassey Kooffrey "An Appraisal of the Legal Regime Available for the Protection of Consumers of Telecom Services in Nigeria." *Journal of Law, Policy and Globalisation* 29 (2014). <https://heinonline.org/HOL/LandingPage?handle=hein.journals/jawpglob29&div=2&id=&page=>

⁶ Paul A. Aidonojie, Joseph Nwazi, and Eruteya Ugiomo. "The Legality, Prospect, and Challenges of Adopting Automated Personal Income Tax by States in Nigeria: A Facile Study of Edo State." *Cogito Multidisciplinary Journal* 14, no. 2 (2022): 149-170. <https://www.ceeol.com/search/article-detail?id=1060583>

govern its adoption, usage, and promotion since is gradually becoming synthesized to day to day business activities. The need to enact and implement appropriate legislation to guide the usage of a metaverse in Nigeria calls for immediate attention because of its complex nature and the negative implications it can cause when it is not properly regulated on society, the economy, and consumers as a whole⁷.

In the course of the last 36 months, the country of Nigeria has gone through a lot of challenges in the area of digital and virtual asset platforms, which led to the regulation of the metaverse being an urgent issue at hand. Among the cases are the 2025 FCCPC fine of Meta that amounted to US\$255 million, which was due to the company's violations of privacy and consumer protection laws⁸, and the rise of virtual asset scams that the EFCC warned about, which are now considered a threat to investors and consumers in the unsupported digital realm. In addition, academic studies pointed out a lot of problems that the Nigerian legal system has with smart contracts, digital transactions, and metaverse operations, especially citing poor enforcement and legal ambiguities as the main factors that keep consumers unprotected⁹. All these developments indicate that without proper regulations that would cover the areas of ownership rights, data protection, dispute resolution, and corporate accountability, the metaverse would pose a lot of risks, thus making the need for legislative intervention both necessary and urgent. the possible learning points can be drawn from the already existing frameworks in countries like Uganda and others.

⁷ Cheong Ben Chester. "Avatars in the Metaverse: Potential Legal Issues and Remedies." *International Cybersecurity Law Review* 3, no. 2 (2022). <https://doi.org/10.1365/s43439-022-00056-9>

⁸ *Guardian Nigeria*, "EFCC Warns of Surge in Digital Investment Scams," 2025, https://guardian.ng/news/efcc-warns-of-surge-in-digital-investment-scams/?utm_source=chatgpt.com. accessed 8th December, 2025

⁹ Oloruntobi Opawoye, "Meta Verses FCCPC and \$255 Million in Penalties: Understanding Nigeria's Assertive Turn in Multi-Agency Data and Consumer Protection Regulation," *JEE Africa*, 2025, https://jee.africa/insights/meta-verses-fccpc-and-255-million-in-penalties-understanding-nigeria-is-assertive-turn-in-multi-agency-data-and-consumer-protection-regulation?utm_source=chatgpt.com., accessed 8th December, 2025

The overwhelming nature and challenges attributed to the metaverse which cut across the globe Nigeria inclusive, in terms of digitalization has put Nigeria on its toes to enact elaborate laws due to the paucity of legislation to regulate the metaverse concepts, especially on consumer protection. The efficacy and reliance of Nigerians on the metaverse demand immediate attention from the law-making bodies in Nigeria in other to address the challenges associated with the metaverse due to its wide coverage and also give maximum protection to the consumers¹⁰. Hence, the fact that metaverse is a new concept aimed at achieving a better result than the conventional way of promoting commerce and economic growth makes it mandatory for the lawmakers to be proactive in making laws to fill the lacuna metaverse could create especially on the issue of fraud and infringement of patent rights¹¹. To promote the acceptability of the metaverse in Nigeria, it becomes imperative to make laws that will not only solve immediate challenges but the one that can stand the test of time to handle subsequent problems that could arise from full adoption of the metaverse¹². Hence, lawmakers should make legislation that would give the metaverse a soft landing, sustenance, and also maximum protection to the consumers and entire citizens as they adapt to the changes the metaverse could create in this era of a digitalized changing world.

¹⁰ Kamarudeen Babatunde Bello, Jamila Bisi Aduke Suleiman and Ibrahim Danjuma. "Perspectives on Consumerism and Consumer Protection Act in Nigeria." European Journal of Business & Management 4, no. 10 (2012): 72. https://www.researchgate.net/profile/Kamarudeen-Bello/publication/365004557_Perspectives_on_Consumerism_and_Consumer_Protection_Act_in_Nigeria/links/6362ad9a37878b3e8777afaa/Perspectives-on-Consumerism-and-Consumer-Protection-Act-in-Nigeria.pdf

¹¹ Paul A. Aidonojie, Abacha, W. Saminu, and David Ayuba. "Effectiveness of the Administration of Justice in Nigeria under the Development of Digital Technologies." Journal of Digital Technologies and Law 1, no. 4 (2023): 1105-1131. <https://doi.org/10.21202/jdtl.2023.48>.

¹² ogesh K. Dwivedi, Laurie Hughes and, Abdullah M. Baabdullah "Samuel Ribeiro-Navarrete. "Metaverse Beyond the Hype: Multidisciplinary Perspectives on Emerging Challenges, Opportunities, and Agenda for Research, Practice and Policy." International Journal of Information Management 66 (2022): 102542. <https://doi.org/10.1016/j.ijinfomgt.2022.102542>

Further to the discussion stated above, it is important to consider the Nigerian legal framework on metaverse and also draw inferences from other jurisdictions with better and comprehensive legislation in order to holistically protect the interest of the consumer and the general public at large¹³. One of the countries where Nigerian law-making bodies can draw inspiration from is Uganda which is exceptionally on giving adequate enactments on consumer protection laws as portrayed by the Electronic Transaction Act of 2011 and the Competition Act 2023 respectively. The roles and importance of these legislations in Uganda have brought positive impacts and easy adaptation to technological advancement by the citizens of Uganda. The laws addressed the potential challenges that could emanate while having virtual or electronic commercial transactions amongst the business associates and at the same time make the protection of the consumers paramount with fair dealings¹⁴. These Acts also addressed the issue of monopoly powers, unlawful fixing of prices, and other negative impacts the metaverse could have on consumers. With this recent development in Uganda, Nigerian lawmakers can take lessons from Uganda on how to adequately protect consumers in this era of the metaverse.

Following from the above, this study intends to adopt a hybrid method of study to see how Nigerian lawmakers can enact comprehensive laws to regulate issues such as fraud and copyright infringement attributed to the metaverse. The study recommends that Nigerian lawmakers have the duty of making comprehensive laws to regulate metaverse and seek the protection of the consumers and citizens by considering the Uganda laws on metaverse for the benefit of Nigerians.

¹³ Agbonifoh, Ogwo and Nnolim, Nkamnebe. Marketing in Nigeria: Concepts, Principles and Decisions. Aba: Afrtowers Publishers Ltd, 2007. <https://academicjournals.org/journal/AJBM/article/full-text-pdf/80AA2DA17418>

¹⁴ Paul A. Aidonojie, Toyin A. Majekodunmi, Omolola. J. Adeyemi-Balogun. "The Legal Issues Concerning the Operation of Fin-Tech in Nigeria." Jurnal Media Hukum 30, no. 20 (2023): 78-79. <https://doi.org/10.18196/jmh.v30i2.18337>

Method

In ascertaining consumer protection in commercial activities in the metaverse in Nigeria and Uganda, the study adopts a hybrid method of research (which involves a doctrinal and non-doctrinal method of research). The essence of the doctrinal method of research is aimed at theorizing the concept, relevance, and issues of commercial activities metaverse concept within Nigeria and Uganda. Furthermore, it aims to theorize legal regulation and protection of consumers operating commercial activities within the digital metaverse. Hence, several primary and secondary sources such as statutory laws, textbooks, articles, and relevant material were utilized or reviewed.

However, the non-doctrinal method of study, was aimed at interrogating consumers concerning the relevance and challenges often encountered in negotiating or executing commercial activities within the digital metaverse in Nigeria. To obtain a positive result through the non-doctrinal method, questionnaires were distributed to despondences residing in the various geopolitical zones in Nigeria. The data obtained were analyzed using a mathematical and statistical descriptive approach.

Result and Discussion

A. Prospects of the Metaverse Concept towards Commercial Activities in Nigeria

The landscape of commercial activities globally has the propensity to be reformed by the metaverse which is a growing concept that encompasses a network of shared immersive virtual worlds and digital experiences¹⁵. The prospect of incorporating the metaverse into commercial activities in a country like Nigeria having a rapidly growing digital economy is one that is intriguing given the plethora of possible changes and opportunities that will be introduced into the Nigerian

¹⁵ Eduard I. Denisov. "Robots, Artificial Intelligence, Augmented and Virtual Reality: Ethical, Legal and Hygienic Issues." *Hygiene and Sanitation* 98, no. 1 (2019): 5-10. <https://doi.org/10.18821/0016-9900-2019-98-1-5-10>.

business environment¹⁶. Some of these prospects that businesses in Nigeria can take advantage of in order to enhance their operations and participate in the evolving digital economy includes the following:

- i. Enhanced Virtual Commerce
- ii. Global Market Reach
- iii. Innovative Marketing Strategies
- iv. Virtual Real Estate Development
- v. Digital Currency Integration
- vi. E-commerce Evolution
- vii. Remote Collaboration and Networking

Concerning the above, it suffices to state that the prospects that Nigerian businesses and entrepreneurs can harness from the metaverse concept are numerous and far-reaching ranging from enhanced virtual and e-commerce to the introduction and development of innovative marketing strategies which when adopted by businesses will bring about increase in profit of the businesses as well as stimulate the economic growth of the nation¹⁷. The integration of digital currencies into commercial ventures in Nigeria as well as the avenue of remote collaboration and networking of Nigerian businesses with international businesses is some of the intriguing and captivating prospects of the metaverse concept in Nigeria¹⁸.

B. Potential Risks Faced by Nigeria Consumers or Users in the Metaverse

For every advantage there is a disadvantage similarly, for every prospect there are potential risks and the metaverse concept also poses

¹⁶ Ebitu, Ezekiel Tom, "Consumer Rights, Consumer Protection and Public Policy in Nigeria: A Critical Review." *International Business Research* 7, no. 12 (2014): 120-121. <http://dx.doi.org/10.5539/ibr.v7n12p120>

¹⁷ Paul A. Aidonojie, Oluwaseye O. Ikubanni, and Nosa Okoughae. "The Prospect, Challenges and Legal Issues of Digital Banking in Nigeria." *Cogito Multidisciplinary Journal* 14, no. 3 (2022): 186-209. <https://www.ceeol.com/search/article-detail?id=1193350>

¹⁸ Fedorchenko Sergey. "Artificial Intelligence Phenomenon: Citizen Between Digital Avatar and Political Interface." *Journal of Political Research* 4, no. 2 (2020): 34-57. <https://naukaru.ru/en/nauka/article/38590/view>

certain risks as it relates to commercial activities¹⁹. As Nigeria integrates the metaverse concept into its commercial ventures, the promises of innovative virtual and immersive experiences is accompanied by some potential risks and challenges that Nigerian users or consumers are likely to face in the course of navigating through transactions within the metaverse²⁰. These risks ranging from fraudulent activities, virtual asset disputes down to the broader spectrum of deceptive practices that can possibly jeopardize the user safety and financial well-being of its users will be verbosely discussed as follows:

- i. Fraudulent Activities
- ii. Virtual Asset Disputes
- iii. Deceptive Practices
- iv. Privacy Concerns
- v. Cybersecurity Threats

Concerning the above, it is clear that as Nigeria embraces the metaverse concept in commercial activities given the laudable and lucrative prospects it brings with it, there are also potential risks that must come with it²¹. These risks ranging from fraudulent activities to cybersecurity threat, privacy concerns, virtual assets disputes can hamper the effectiveness of the metaverse with regards to improving the overall virtual commercial environment of Nigerian businesses and users. However, there are some actions that can be taken by the Nigerian government, users and enterprises in order to mitigate these risks and they include establishing robust legal frameworks, enhancing cybersecurity measures, fostering digital literacy to mention but a few

¹⁹ Paul A. Aidonojie, Obieshie Eregbuonye, Toyin A. Majekodunmi, and Micheal E. Inagbor. "The Prospect and Legal Issues of Income Tax in the Nigerian Metaverse." Trunojoyo Law Review (TLR) 6, no. 1 (2024): 17-50. [file:///C:/Users/Aidonojie/Downloads/23874-69532-3-PB%20\(1\).pdf](file:///C:/Users/Aidonojie/Downloads/23874-69532-3-PB%20(1).pdf)

²⁰ Adeleye Adekunbi. "An Appraisal of the Consumer Protection Council Act and Consumer Rights in Nigeria." The Gravitas Review of Business & Property Law 8, no. 2 (2017): 20-39. <https://gravitasreview.com.ng/product-category/consumer-protection-law/>

²¹ Glushchenko Idar. "Development of Virtual Migration in the Context of the Ongoing Digitalization." DEMIS. Demographic Research 1, no. 2 (2021): 57-64.

which can go a long way in safeguarding the interest of Nigerian users in this rapidly evolving digital landscape²².

C. Nigeria legal frameworks governing consumer protection

Nigeria as a developing nation promotes digitalization and the use of technological advancement such as metaverse to make meaningful impacts, especially in the area of commerce²³. However, there is a challenge to the protection of consumers due to the paucity of legal frameworks on metaverse, a recent trend in the digital world²⁴. At present, Nigeria has some legislations that give protection and safety to the consumers, control the standard of items produced, and promote fairness amongst the trading parties to mention a few. Some of the legislations are the Consumer Protection Council Act, the Sales of Goods Act, and the Trade Malpractices (Miscellaneous Offenses) Act. These laws are at best protect the consumers who are majorly involved in physical or tangible goods and services with little or no provisions for those who are technologically advanced into metaverse to expand their line of business globally. This is because, the metaverse came with a lot of different features, changes, and ideologies which are outside the scope of the Nigerian legislation on consumer protection. These gaps in the Nigerian legal framework would subject many consumers to unfavourable conditions due to a lot of vices that come with metaverse such as fraud, privacy breaches, and disputes over virtual assets. For clarity, it is essential to consider some of the Nigerian legislations that protect consumers.

²² Oleg Gurov "Panel Discussion: 'The Processes of Reality Creation: Metaverses of Visionaries and Projects of Its Embodiment.'" *Artificial Societies* 17, no. 2 (2022). <https://doi.org/10.18254/S207751800020299-7>

²³ Wayne D. Hoyer, Deborah J. MacInnis, *Consumer Behaviour*. 3rd ed. New York: Prentice Hall, 1997. https://books.google.co.ug/books/about/Consumer_Behavior.html?id=AE4anwEACAAJ&redir_esc=y

²⁴ Paul A. Aidonogie, Toyin A. Majekodunmi, Obieshi Eregbuonye, and Isaac O. Ogbemudia. "Legal Issues Concerning Data Security and Privacy in Automated Income Tax Systems in Nigeria." *Hang Tuah Law Journal* 8, no. 1 (2024): 14-41. <https://doi.org/10.30649/htlj.v8i1.223>

The Consumer Protection Council Act (CPCA) of Nigeria, came into force in 1992 as one of the reliable and crucial laws to protect the rights and interests of consumers. The Act set up an agency called the Consumer Protection Council (CPC), this agency is saddled with the duty to protect the consumers, receive consumers' complaints, determine the standard of production for consumption, and create an egalitarian trading platform with adequate safety measures for the consumers. The provisions of sections 9, 10, and 12 of the CPCA expressly state the duties of manufacturers, distributors, and business owners to ensure consumer safety. Section 9 compels the manufacturers or distributors to immediately inform the general public about any unforeseen imminence or risk their product could cause any consumer and immediately withdraw such products from circulation. Section 10 further gives powers to the CPC or State Committee to take legal actions against any manufacturer producing or engaging in the production of goods that can threaten the safety of the consumers. In addition, Section 12 set out prohibited actions that are inimical to consumer protection, some of the things prohibited are; selling harmful goods, providing services that are detrimental to consumers, producing and supply of substandard goods, and so on with punitive measures to correct and punish the offenders informs of imposing fines or imprisonment. These sections mentioned above have been able to give a potential hope for the safety of the consumers and the standard expected of producers or manufacturers. The right to seek redress by the consumers who have suffered damage or loss resulting from the negligence, or unprofessional conducts, arising from sale of goods or rendering of essential services by producers or manufacturers is provided for in sections 6, 7, and 8 of CPCA. Such a consumer who has suffered loss can file a complaint through the State Committees. The State Committee is also empowered to receive complaints, conduct necessary investigations, and take necessary actions to protect the consumers in question. The provision of section 8 is to the effect that the consumer who files a civil suit is entitled to receive compensation, restitution, an order of specific performance, or

any further orders as the court may deem fit suitable to compensate the affected consumers.

The Consumer Protection Council is permitted to collaborate with other entities to protect the consumers and discharge their duties²⁵. The joint effort between the Consumer Protection Council and other entities has legal backing as provided by section 14 of the CPA. This joint effort is usually achieved through the establishment of a laboratory, the determination of acceptable facilities for procedural testing, and the setting of standards in the production of consumer goods. As a result of this provision, the Consumer Protection Council can demonstrate some levels of efficiency in ensuring the production of standard and quality goods for the consumers and safeguarding them from the danger that could arise from the consumption of poor goods²⁶. In addition to the provision in section 14, section 15 provided for the designated inspector by the CPC, selected based on their qualification, requirements, and experience. These inspectors are to perform certain functions such as examination of products, taking of product samples for forensic tests, entering of premises to inspect containers, examination of records of producers and manufacturers, and seizure of goods which are contrabands to the provisions of the Consumer Protection Act. The CPA as a legal framework for the protection of the consumers empowered the CPC to prioritize the safety of the consumers and also set standards for the manufacturer to regulate their productions and where any manufacturer defaults, the CPC will conduct an investigation and bring such offender to book. Consumer Protection Council Act in Nigeria, through its various sections, set out a legal framework for the protection of the consumer.

²⁵ Levan Nanobashvili. "If the Metaverse is Built, Will Copyright Challenges Come?" UIC Review of Intellectual Property Law 21, no. 3 (2022): 215–251.

²⁶ Benedict Bakwaph Kanyip, Consumer Protection in Nigeria: Law, Theory and Policy. Rekon Books Ltd, 2005. https://books.google.co.ug/books/about/Consumer_Protection_in_Nigeria.html?id=1bLRuQEACAAJ&redir_esc=y

Another legal framework that regulates contractual transactions and also protects the consumers and other end users of products is the Sale of Goods Act. This Act intends to regulate the relationship between the contractual parties concerning their rights, duties, and obligations to maintain healthy commercial transactions. This Act has a wider coverage of various aspects of business transactions amongst manufacturers with the extension of the same to the consumers or end users. Although, the Sale of Goods Act has limitations on consumer protection, nevertheless, it constructively regulates the terms, conditions, and warranties regulating the contractual tenets and usage to protect the interest of buyers and consumers. Though sections 13 and 14 of the Sales of Goods Act tend to protect the interest of the buyer, However, it suffices to state that Sale of Goods Act in Nigeria expressly focuses on seller and buyer dealing on physical goods and without much reference to the term "consumer protection," however, one can opine that the provisions in the Act constructively and impliedly protect the consumers who stand in the position as a buyer in the sense that the terms and conditions provided by the Act to regulate the quality of the goods and services can be applied to the consumers and end users as well.

The Trade Malpractices (Miscellaneous Offenses) Act is another legislation aimed at reducing crime commission and punishing offenders in commercial and trade practices in Nigeria. The Act does not majorly address consumer protection, but it addresses the challenges any consumer may face which could emanate from illegal marketing structures and unhealthy competition in the commercial world. This Act was enacted to address the harmful effect or impact arising from the poor market system which can be hazardous to the environment and inimical to the good living of the citizens. The legislation serves as a regulator of business transactions with the hope of creating well a balanced market system, free from unethical trade practices for the benefit of the general populace most especially the consumers being the end users. Section 5 of the Trade Malpractices (Miscellaneous Offenses) Act and paragraphs 2 and 3 of its subsidiary legislation prohibit certain actions such as; false representations,

deceit, misleading advertising, and unfair trade practices in other to uphold ethical standards, fair market dealing for all the competitors and protection of consumers from being victims of deceits. While this Act may not be primarily enacted for consumer protection, it however contributes to the protective and safety measures consumers can benefit from. It protects the consumers from being victims of dishonest contractual and business dealings with the hope of providing a reliable business world free from illegality and unethical behaviors.

From the discussion stated above, one can state that Nigerian legislation on the protection of the consumers is not elaborate and all-sufficient, especially in this recent time where technology and digitalization are the other of the day coupled with the introduction of metaverse in the world of commercial transactions. Hence, it is sacrosanct to understudy other jurisdictions with better legislation governing metaverse in other to draw lessons from them to reduce the challenges the consumers are facing in Nigeria concerning the introduction of metaverse.

D. Legal Issues Concerning Consumer Protection in the Metaverse Operation Ugandan

It must be noted that the need for the protection of the consumer from any form of fraud and exploitation is very sacrosanct in every economy²⁷. This is concerning the fact that in the current dispensation, there has been an influx of producers within the national and global markets²⁸. Furthermore, given the digital

²⁷ Stefan Koos "Digital Globalization and Law." *Lex Scientia Law Review* 6, no. 1 (2022): 33-68. <https://orcid.org/0000-0001-7328-0646>; Kingsley E. Ukhurebor and Paul A. Aidonojie, "The Influence of Climate Change on Food Innovation Technology: Review on Topical Developments and Legal Framework." *Agric & Food Security* 10, no. 50 (2021): 1-11. <https://doi.org/10.1186/s40066-021-00327-4z>.

²⁸ Simon E. Imoisi, and Paul A. Aidonojie, "Legal and Socio-economic Issues Concerning Black Marketeer's Activities of Petroleum Products in Nigeria." *Yuridika* 38, no. 2 (2023): 61-84. <https://doi.org/10.20473/ydk.v38i2.44999>.

technology development (such as the metaverse), the need to further intensify the protection of the consumer has become necessary, this is concerning the fact that the current trend of most technology such as the metaverse concept, where the consumer could be engaged in commercial activities, was not contemplated by most countries legal framework as it concerns consumer protection²⁹. However, it suffices to state that in Uganda, though the digital metaverse concept is not prominent and pronounced, their legal framework as it concerns consumer protection in digital transactions seems to have addressed peculiar issues related to consumer commercial digital transactions. In this regard, some of these Uganda laws as they concern consumer protection in digital rem will be examined as follows:

The Ugandan Competition Act was enacted in 2023, the introductory part of the Act specifically provides that the act aims to sustain and promote fair competition in commercial markets in Uganda; and to prevent and abate any ill practices having a negative or adverse effect on the consumer in Uganda; and for other related matters that affect the consumer rights and interests. Furthermore, section 2 of the Act stipulates the major objective of the law to include thus;

- i. to promote and sustain the adaptability, efficiency, and development of the Ugandan economy;
- ii. to ensure effective employment and advance the Uganda socio-economic welfare of its citizens;

²⁹ Mochalov, Andy. "Digital Profile: Main Risks for Constitutional Human Rights in the Face of Legal Uncertainty." *Lex Russica* 74, no. 9 (2021): 88–101. <https://doi.org/10.17803/1729-5920.2021.178.9.088-101>; Zhihan Lv, Liang Qiao, Yuxi Li, Yong Yuan, and Fei-Yue Wang "BlockNet: Beyond Reliable Spatial Digital Twins to Parallel Metaverse." *Patterns* 3, no. 5 (2022): 100468. <https://doi.org/10.1016/j.patter.2022.100468>; Frederick Mostert and Wei Ting Yeoh. "Meta-Worse, a Lawyer's Mega Paradise." *Journal of Intellectual Property Law & Practice* 17, no. 3 (2022): 211–212. <http://hdl.handle.net/10.1093/jiplp/jpac008>; Sparkes, Matthew. "What is a Metaverse." *New Scientist* 251, no. 3348 (2021): 18–32. [https://doi.org/10.1016/S0262-4079\(21\)01450-0](https://doi.org/10.1016/S0262-4079(21)01450-0).

- iii. to provide possible opportunities for Ugandan consumer participation in the world market

Concerning the above, to protect the consumer interest from any form of exploitation, section 12 of the Act provides for the prohibition of any form of exploitation or fraud of consumers by a dominant person in the Ugandan market which also includes the metaverse concept. Furthermore, the section stipulates that a dominant person or producer must not be involved in any fraudulent act limiting its production or practical and innovative development that could discriminate or prejudice consumers against consumers. In this regard, to ensure compliance with the act, section 14 of the Uganda Competitive Act empowers the Ministry responsible for trade to inquire into any form of abuse of the dominant person in the Uganda market against consumers. In this regard, section 20 of the act further stipulates that where, after an inquiry has been conducted, the Ministry findings reveal that an agreement, concerted practice, decision, or action of a dominant producer or person, to which the consumer complaint relates is in contravention the Uganda Competitive law, the ministry concern may make the following order:

- i. Truncate or stop the continued abuse
- ii. Request or demand the dominant producer or person to pay a fine
- iii. Award compensation to the consumer or aggrieved persons

However, section 22 of the act further stipulates that Where a person is in contravention or breaches the provision of the Uganda Competitive law, the person, and an individual who, at the time of the breach was in sole control and responsible to the consumer for the conduct of his business that affected the consumer, such dominant producer will hold liable for committing such offense and will be required to serve the punishment prescribed by the law. In essence, it suffices to state that the Ugandan competitive consumer protection law did not expressly mention the concept of the metaverse, however, it's the wording of the provision of the law seems to be generic. This

is concerning the fact that several of its provisions use the phrase “Consumer”, “Ugandan market” and “Dominant Person”, which in essence seem to include the digital metaverse market which exists in virtual form.

Furthermore, it must be noted one notable law as it concern consumer protection in digital transactions in Uganda has been enacted. This law is known as the Uganda Electronic Transaction Act. In this regard, it suffices to state that the Uganda jurisdiction is very much inclined to digital technology. However, the Uganda Electronic Transaction Act stipulates in its introductory part that the law aims to facilitate, the use, security, and legal regulation of commercial activities in digital technology platforms. Furthermore, a section of the Electronic Transaction Act further provides for an elaborate aim and objective of the Uganda Electronic Transaction Act, which aims to promote and develop electronic commercial activities.

However, to ensure that the consumer interest is protected when formulating electronic or digital transactions, section 13 of the act stipulates that in a digital commercial transaction, a contract is said to have been formed where an electronic or digital agent performs an act required by law that could relate to the forming of that contract. It also stipulates that a contract may be formed between parties to the digital commercial transaction using an electronic or digital agent to enter into such a contract. Also, section 13(2) of the Electronic Transaction Act further stipulates that a party using a digital agent to enter into a contract shall, subject to the provision of section 13 (3), be inevitably bound by the terms of the contract irrespective of whether the party to the contract reviewed the act of the digital agent or the terms of the contract.

It must be noted that one of the formidable parts of the Electronic Transaction Act as it concerns the protection of consumers is section 24 of the Act. The said section stipulates that a person offering any kind of goods or services for hire, exchange, or sale, through a digital transaction, shall provide to the consumers on its website or digital electronic communication where such services or

goods are offered. Furthermore, to ensure the consumer financial activities or banking account is not subjected to hacking by internet fraudsters when engaging in payment of any goods and services obtained or transaction in an electronic or digital platform. This is concerning the fact that section 24(5) of the Uganda Electronic Transaction Act stipulates that the person offering goods and services in a digital platform must use a use a secured payment system with a highly accepted digital technologic standard. In this regard, section 24(6) of the Act further stipulates that where a person offering goods or services for hire, sale, or exchange through a digital or electronic platform is not in compliance with section 24(5) of the Act, will be held liable and made to pay damages to the consumer. Furthermore, section 28 of the act stipulated that no agreement shall exclude or limit the rights of consumer provided for in the Electronic Transaction Act of Uganda.

Concerning the above, it suffices to state that though the concept of metaverse seem not to have gain prominence in Uganda. However, Uganda seems to already have digital laws that could to some extent regulate virtually commercial activities within the metaverse. Furthermore, the Electronic Transaction Act in essence also seems to have comprehensively protected and secured the interest of consumers from any form of technological fraud or exploitation. In this regard, it suffices to state that this is an ideal law that is required for Nigeria Government should adopt and improve on to enhance consumer protection from commercial activities in the evolving metaverse concept in Nigeria.

E. Data Presentation and Analysis

This segment concentrates on the presentation and examination of the data acquired through the distribution of questionnaires among the participants in the study. The systematic retrieval of information from the respondents' questionnaire replies is delineated as follows:

F. Sample Size and Sampling Techniques

To ensure a comprehensive and representative collection of responses from individuals residing in Nigeria, the study aimed for a sample size of 317 respondents, distributed across various geopolitical zones within the country. The selection of participants utilized a simple random sampling method³⁰, chosen for its effectiveness in reaching a diverse audience³¹. Simple random sampling was preferred due to its several advantages³², including:

³⁰ Paul A. Aidonojie, and Idemudia O. Edetalehn. "A Facile Study of the Statutory Challenges Concerning Customary Practice of Intestate Succession in Nigeria." *Jurnal Hukum Replik* 11, no. 1 (2023): 1-11. <https://jurnal.umt.ac.id/index.php/replik/article/view/7552/pdf>; Paul A. Aidonojie, "The Societal and Legal Missing Link in Protecting a Girl Child Against Abuse Before and Amidst the COVID-19 Pandemic in Nigeria." *Jurnal Hukum UNISSULA* 38, no. 1 (2022): 61-80. <https://doi.org/10.26532/jh.v38i1.18412>; Paul A. Aidonojie, Aidonojie, Idemudia I. Edetalehn, Oluwaseye O. Ikubanni, and Adefisayo A. Oyebade. "A Facile Study Concerning the Legal Issues and Challenges of Herbal Medicine in Nigeria." *The Indonesian Journal of International Clinical Legal Education* 4, no. 4 (2022). <https://doi.org/10.15294/ijicle.v4i4.61641>

³¹ Paul A. Aidonojie, Toyin. A. Majekodunmi, Oluwaseye O. Ikubanni, and Nosa Ibrahim. "The Causes of the Rising Incidence of Domestic Violence in Nigeria: Proposing Judicial Separation as a Panacea." *Jurnal Hukum UNISSULA* 38, no. 2 (2022): 61-80. <https://doi.org/10.26532/jh.v38i2.21592>; Paul A. Aidonojie, Nosa Okuonghae, and Kingsley E. Ukhurebor. "The Legal Rights and Challenges of COVID-19 Patients Accessing Private Healthcare in Nigeria." *BESTUUR* 10, no. 2 (2022): 183-197. <https://doi.org/10.20961/bestuur.v10i2.68118>; Paul A. Aidonojie, Oluwaseye O. Ikubanni, and Adefisayo. A. Oyebade. "Legality of EndSARS Protest: A Quest for Democracy in Nigeria." *Journal of Human Rights, Culture and Legal System* 2, no. 3 (2022): 209-224. <https://doi.org/10.53955/jhcls.v2i3.40>; Paul A. Aidonojie. "Voluntary Assets and Income Declaration Scheme a Panacea to Tax Evasion in Edo State, Nigeria." *Administrative and Environmental Law Review* 4, no. 1 (2023): 1-20. <https://doi.org/10.25041/aclr.v4i1.2822>; Paul A. Aidonojie. "Environmental Hazard: The Legal Issues Concerning Environmental Justice in Nigeria." *Journal of Human Rights, Culture and Legal System* 3, no. 1 (2023): 17-32. <https://doi.org/10.53955/jhcls.v3i1.60>

³² Paul A. Aidonojie, Simon E. Imoisi, and Idemudia E. Oaihimire. "A Facile Study Concerning the Prospect and Challenges of Conducting a Hybrid Method of Legal Research in Nigeria." *Euromentor Journal* 13, no. 3 (2022): 113-138. <https://www.ceeol.com/search/article-detail?id=1194336>; Paul A. Aidonojie, Toyin A. Majekodunmi, and Omolola J. Adeyemi-Balogun. "Unethical and Uncensored Content Creation in Nigeria's Entertainment Industry: Springing the Law to

- i. Ideal for the selection of participants from varied and heterogeneous populations.
- ii. Results acquired through the application of simple random sampling are frequently impartial, fair, and unbiased.
- iii. A direct and uncomplicated method to execute.

Simple random sampling can be proficiently utilized in hybrid legal research approaches.

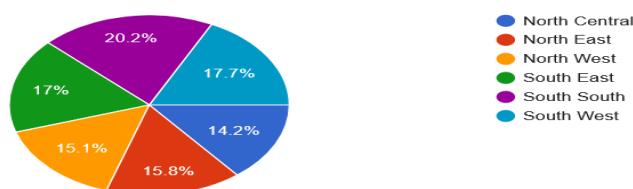
G. Data Analysis

The analysis of the responses gathered from the distributed questionnaires was conducted meticulously, and the outcomes were showcased through graphical and tabular formats. This method enhances clarity and simplifies the interpretation process, ensuring that the results are easily understandable for a diverse audience.

H. Research Question One

Which of the following Geopolitical Zones in Nigeria do you reside in?

317 responses



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Figure 1: Presents the participants concerning their locations resided in the geopolitical regions of Nigeria.

S/N	Geopolitical Zones in Nigeria	Responses of Respondents	Percent
1	North Central	45	14.2%
2	North East	50	15.8%
3	North West	48	15.1%
4	South East	54	17%
5	South South	64	20.2%
6	South West	56	17.7%
TOTAL		317	100%

Table 1: is a summary of valid responses from participants concerning their locations resided in Nigeria.

Figure 1 and Table 1 Illustrate the recognition of distinct geopolitical zones in Nigeria as conveyed by the survey participants.

I. Research Question Two

Are you conversant with Commercial activities within the digital Metaverse?

317 responses

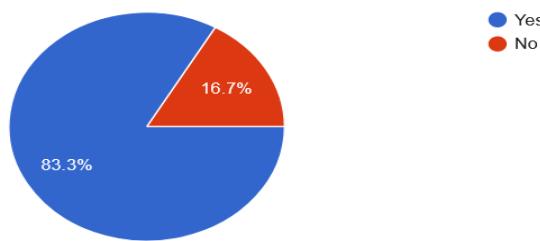


Figure 2: illustrates participants' awareness of commercial activities in the Metaverse.

	Response	Percent
Valid Yes	264	83.3%
Valid No	53	16.7%
Total	317	100%

Table 2: a valid summary of participants' awareness of commercial activities in the Metaverse

The information provided in Figure 2 and Table 2 collectively validates the respondents' recognition and awareness of commercial activities within the Metaverse.

J. Research Question Three

Which of the following serves as commercial activities within the metaverse in Nigeria? You can tick more than one option

266 responses

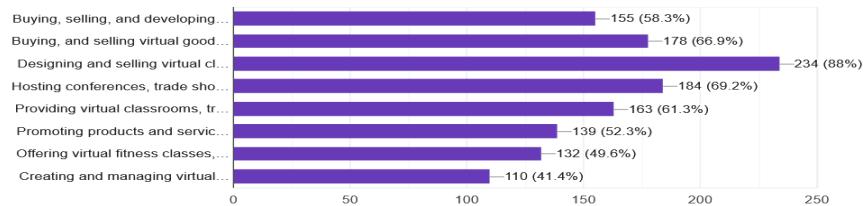


Figure 3: Identification of commercial activities within the metaverse operation in Nigeria

Commercial activities within the metaverse	Cluster Response	Percentage
Buying, selling, and developing virtual land within the metaverse.	155	58.3%
Buying, and selling virtual goods and assets trading.	178	66.9%
Designing and selling virtual clothing and accessories for avatars.	234	88%
Hosting conferences, trade shows, and other events within the metaverse.	184	69.2%
Providing virtual classrooms, training sessions, and educational content.	163	61.3%
Promoting products and services through virtual advertising spaces.	139	52.3%
Offering virtual fitness classes, wellness programs, and health-related services.	132	49.6%
Creating and managing virtual currencies, as well as providing virtual banking services.	110	41.4%

Table 3: Valid Cluster of identifying commercial activities within the metaverse operation in Nigeria

Figure 3 and Table 3 are summarize valid cluster identification of the various commercial activities within the metaverse operation in Nigeria.

K. Research Question Four

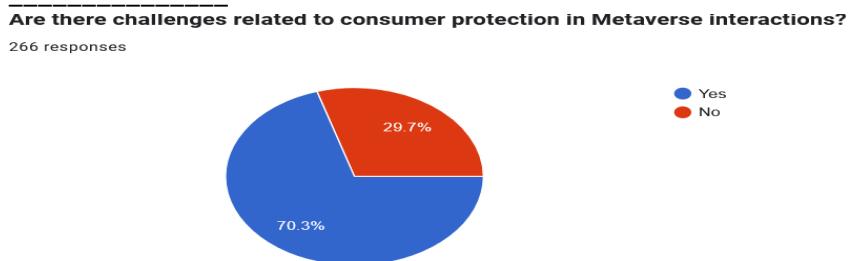


Figure 4: Confirmation of challenges of consumer protection in the metaverse operation in Nigeria

Response	Percent
Valid Yes	70.3%
Valid No	29.7%
Total	100%

Table 4: Valid confirmation of the challenges of consumer protection in the metaverse operation in Nigeria

Figure 4 and Table 4 are confirmation of the challenges of consumer protection in the metaverse operation in Nigeria.

L. Research Question Five

Which of the following serves as challenges to consumer protection in Metaverse interactions in Nigeria? You can tick more than one option

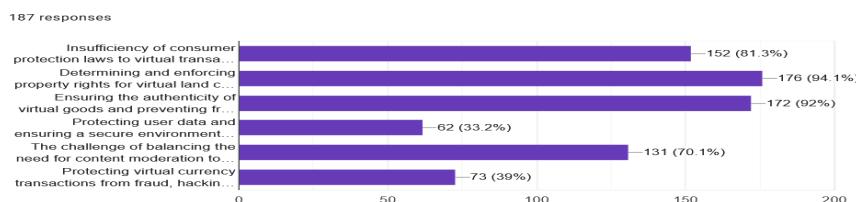


Figure 5: Identification of challenges of consumer protection in the metaverse operation in Nigeria

Challenges to consumer protection in Metaverse interactions in Nigeria	Cluster Responses	Percentage
Insufficiency of consumer protection laws to virtual transactions and	152	81.3%

ensuring users have adequate recourse in case of fraud or disputes.		
Determining and enforcing property rights for virtual land could be challenging, leading to disputes over ownership and unauthorized use.	176	94.1%
Ensuring the authenticity of virtual goods and preventing fraudulent activities, such as scams and counterfeit items, can be difficult.	172	92%
Protecting user data and ensuring a secure environment for virtual events to prevent hacking, data breaches, and unauthorized access.	62	33.2%
The challenge of balancing the need for content moderation to prevent harm with the principles of free expression, and addressing censorship concerns.	131	70.1%
Protecting virtual currency transactions from fraud, hacking, and other security threats, is similar to challenges faced in traditional online banking.	73	39%

Table 5: Cluster of identifying the challenges of consumer protection in the metaverse operation in Nigeria

Figure 5 and Table 5 are cluster respondents identifying the challenges of consumer protection in the metaverse operation in Nigeria.

M. Research Question Six

Which of the following serves as a remedy to the challenges to consumer protection in Metaverse in Nigeria? You can tick more than one option

187 responses

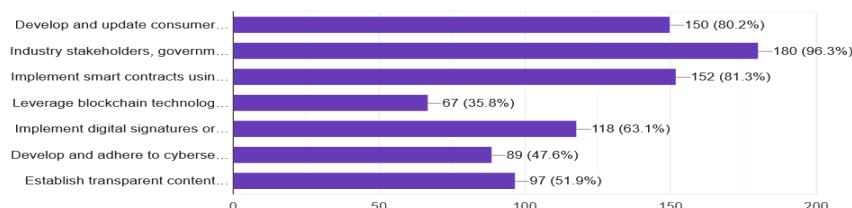


Figure 6: Remedies concerning the challenges of consumer protection in metaverse operation in Nigeria

Remedy to the challenges to consumer protection in Metaverse in Nigeria	Cluster Responses	Percentage
Develop and update consumer protection laws specifically tailored to virtual transactions, taking into account the unique aspects of the metaverse.	150	80.2%
Industry stakeholders, governments, and the metaverse community can collaborate to create self-regulatory bodies and codes of conduct.	180	96.3%
Implement smart contracts using blockchain technology to automate and enforce property rights within the metaverse.	152	81.3%
Leverage blockchain technology to create transparent and traceable records of virtual goods, ensuring authenticity and provenance.	67	35.8%
Implement digital signatures or certificates for virtual goods to verify their legitimacy.	118	63.1%
Develop and adhere to cybersecurity standards specific to virtual activities.	89	47.6%
Establish transparent content moderation guidelines, clearly defining prohibited content and the consequences for violations.	97	51.9%

Table 6: Valid remedies concerning the challenges of consumer protection in metaverse operation in Nigeria

Figure 6 and Table 6 are valid respondents' cluster identification of remedies to concerning the challenges of consumer protection in metaverse operations in Nigeria.

N. Discussion of Findings

The meticulous analysis of responses from distributed questionnaires provides valuable insights into the dynamics of the Metaverse in Nigeria. The outcomes, presented through figures and tables, facilitate a clear understanding of participants' locations, awareness of Metaverse commercial activities, specific engagements within the Metaverse, challenges related to consumer protection, and

proposed remedies. In this regard, Figure 1 and Table 1 offer a comprehensive overview of participants' locations across Nigeria's geopolitical zones. The data highlights a diverse representation, with the South-South leading at 20.2%, followed by the South-west at 17.7%. This distribution ensures a broad perspective, capturing insights from various regions. However, Figure 2 and Table 2 validate respondents' recognition and awareness of commercial activities within the Metaverse. An overwhelming 83.3% affirm awareness, indicating a substantial acknowledgment of the Metaverse among the surveyed individuals. Figure 3 and Table 3 itemize various commercial activities within the Metaverse. Notable engagements include;

- i. 58.3% of respondents identify buying, selling, and developing virtual land within the Metaverse as a commercial activity.
- ii. 66.9% recognize buying and selling virtual goods and assets trading as a notable Metaverse commercial activity.
- iii. 88% acknowledge the commercial activity of designing and selling virtual clothing and accessories for avatars.
- iv. 69.2% identify hosting conferences, trade shows, and other events within the Metaverse as a commercial engagement.
- v. 61.3% recognize the provision of virtual classrooms, training sessions, and educational content as a distinct commercial activity.
- vi. 52.3% acknowledge the commercial activity of promoting products and services through virtual advertising spaces.
- vii. 49.6% identify offering virtual fitness classes, wellness programs, and health-related services as a commercial engagement.
- viii. 41.4% recognize the creation and management of virtual currencies, as well as providing virtual banking services, as commercial activities.

However, given the commercial activities in the metaverse operation in Nigeria, Figure 4 and Table 4 confirm challenges of consumer protection in the Metaverse, with 70.3% acknowledging issues. This underscores the significance of addressing consumer protection concerns in virtual environments. In this regard, Figure 5 and Table 5 present specific challenges to consumer protection in the Metaverse. Notable concerns include insufficiency of consumer protection laws (81.3%), property rights enforcement challenges (94.1%), and difficulties in ensuring the authenticity of virtual goods (92%). These challenges highlight the complexities associated with safeguarding users in virtual spaces. Figure 6 and Table 6 outline proposed remedies for consumer protection challenges. The recommendations include;

- i. 96.3% of respondents suggest that industry stakeholders, governments, and the metaverse community collaborate to create self-regulatory bodies and codes of conduct as a remedy for consumer protection challenges.
- ii. 80.2% recommend developing and updating consumer protection laws specifically tailored to virtual transactions, taking into account the unique aspects of the metaverse.
- iii. 81.3% propose implementing smart contracts using blockchain technology to automate and enforce property rights within the metaverse.
- iv. 35.8% suggest leveraging blockchain technology to create transparent and traceable records of virtual goods, ensuring authenticity and provenance.
- v. 63.1% advocate for implementing digital signatures or certificates for virtual goods to verify their legitimacy.
- vi. 47.6% recommend developing and adhering to cybersecurity standards specific to virtual activities.

vii. 51.9% suggest establishing transparent content moderation guidelines, clearly defining prohibited content and the consequences for violations.

Concerning the above, it suffices to state that the findings underscore the growing awareness of the Metaverse in Nigeria, with participants actively engaging in diverse virtual activities. However, the acknowledgment of consumer protection challenges signals the need for targeted interventions. The proposed remedies, including legal adaptations and industry collaboration, provide actionable steps for policymakers and stakeholders to enhance the regulatory framework and ensure a secure and transparent Metaverse environment in Nigeria. The study lays a foundation for informed decision-making in navigating the complexities of virtual interactions in the country.

Conclusion

This study has been able to examine legal issues and the relevance of consumer operating commercial activities in the Metaverse within Nigeria and Uganda. Study reveals the fact that the concept of metaverse is a trending digital technology that tend to exist in virtual reality form and exists side by side with the physical world. The study further states the fact that there are lot of potential that the metaverse concept tends to provide in enhancing commercial activities. The study also identifies the fact that given the innovative potential of the metaverse concept, it is gradually gain increase in recognition.

Concerning the above, it suffices to state that given the potential of the metaverse concept, Nigeria has sort to gradually accept same in her commercial activities. However, there seem to be short coming of adopting the metaverse in operating commercial activities, this is concerning the fact that the study further reviews the fact that Nigeria does not poses the sufficient laws it protects and safeguarding consumer rights from any form of violation and fraudulent activities. However, it must be noted that in Uganda, thioough the concept of

metaverse seems not be pronounce, but they pose the requisite legal framework that tend to provide for the protection of right of consumer. This is concerning the fact that the Uganda Competitive Law 2023 and the Electronic Transaction Act, which tend to secure and protect the consumer operating on any digital platform.

Concerning the above, it is therefore recommended as follows: Enhance consumer protection frameworks within the metaverse, combatting fraud within the metaverse and establish dispute-resolution mechanisms. Furthermore, there is a need for public awareness and education concerning commercial activities within the metaverse. By implementing these recommendations, Nigeria can lay the foundation for a robust and adaptive legal framework that not only protects consumers but also fosters innovation and responsible business practices within the Metaverse. As the Metaverse continues to evolve, proactive measures are imperative to ensure that it becomes a space where users can confidently engage in virtual interactions, free from undue risks and uncertainties. Furthermore, the following are also recommended:

1. Strengthening Legal and Regulatory Frameworks

The Nigerian government needs to put into place a complete legal structure whose main purpose is to control commercial interactions and protect consumers in the metaverse. This structure should unify the principles of existing laws, such as consumer protection, data privacy, intellectual property, and cybersecurity, into a uniform digital policy. Also, the laws should be able to change with technology so that they remain highly relevant and easily enforced in a digitally changing world.

2. Cybersecurity and Fraud Prevention Measures

To protect buyers and keep them trusting virtual transactions, Nigeria must upgrade its cybersecurity infrastructure. This means creating very tough measures to detect, prevent, and punish deceptive activities inside the metaverse. Forming special cybercrime units,

increasing digital forensics capabilities, and encouraging cross-sector partnerships among banks, police, and digital service providers are important for stopping virtual fraud and data loss.

3. Digital Education and Consumer Literacy

A national digital literacy program aimed at educating the public about the dynamics of commercial transactions within the metaverse needs to be implemented by the Nigerian government, partnering with educational institutions and industry stakeholders. The program should touch on the key areas such as the risks and advantages of participating in metaverse transactions, the rights and duties of digital consumers, and the most effective ways to protect personal data and prevent online fraud. The public will be more aware and responsible in their use of the digital economy through such initiatives.

4. Establishment of Virtual Dispute Resolution Mechanisms

An Alternative Dispute Resolution (ADR) framework specifically for virtual settings should be in place in Nigeria to handle efficiently consumer complaints and disputes that have come up in the metaverse area. The implementation of e-mediation and virtual arbitration platforms, which are fast, inexpensive, and easily accessible for conflict resolution without the physical constraints of proceedings, could be part of the ADR framework. The creation of such mechanisms would not only build up consumer trust but also encourage fair practices in the digital commerce realm.

5. International and Regional Collaboration

Legal cooperation with other African countries, which are Nigeria's neighbors in terms of digital regulatory and management capabilities, e.g., Uganda, Kenya, and South Africa, should be one of the steps in Nigeria's strategy for cross-border digital activities regulation. This collaboration will ease the way of knowledge transfer, standardization, and the building of a unified metaverse governance

framework. The partnerships are imperative to overcome the challenges resulting from the unrestricted nature of digital transactions and to guarantee corresponding consumer protection across countries.

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