

G20 International Conference on Consumer Policy

The Korea's effort to facilitate effective dispute resolution and redress in the digital economy

 5 September 2019
Korea Consumer Agency



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1. Trends in online transactions of Korea



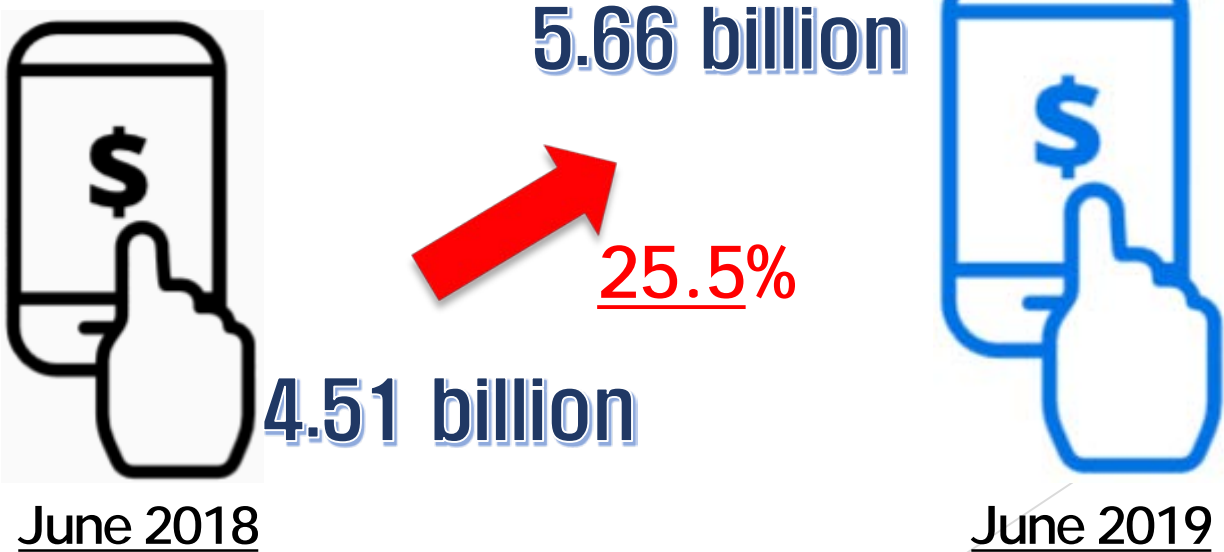
TOTAL
\$ 8.7billion

Online Shopping

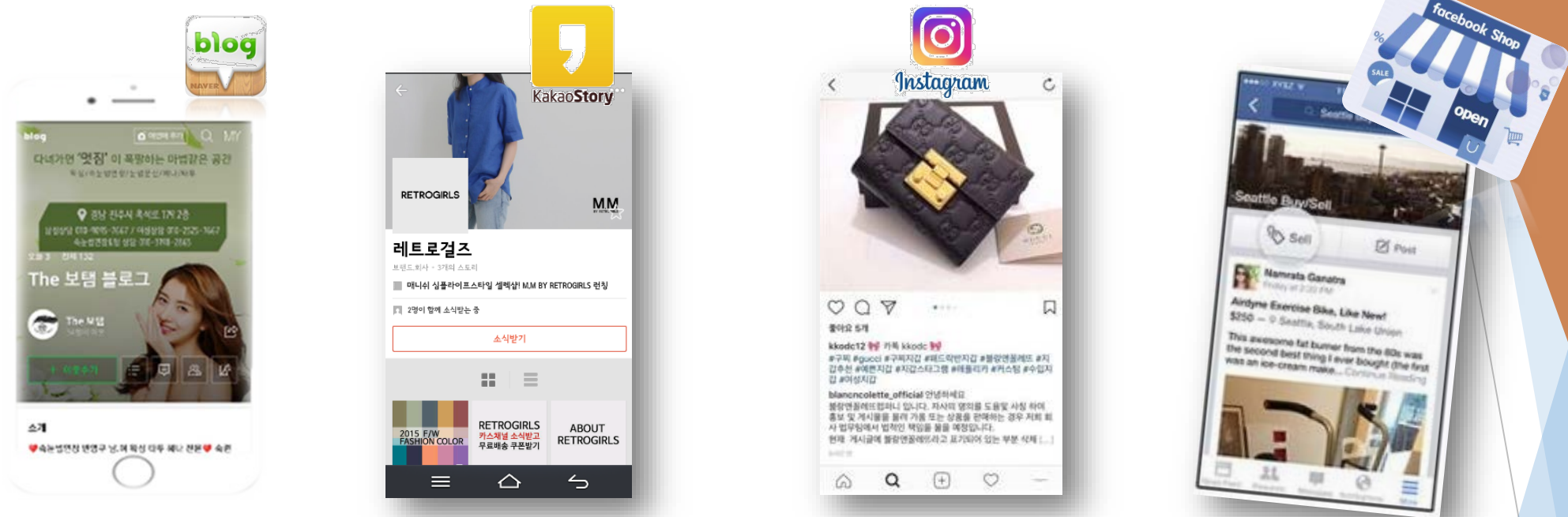
June 2019

				
1.2 billion (13.5%)	996 million (11.4%)	932 million (10.7%)	853 million (9.8%)	778 million (8.9%)
Travel & Transport	Appliances I.T device	Apparel	Grocery	Cosmetic

Mobile
Shopping



2. New Business models & Transactions

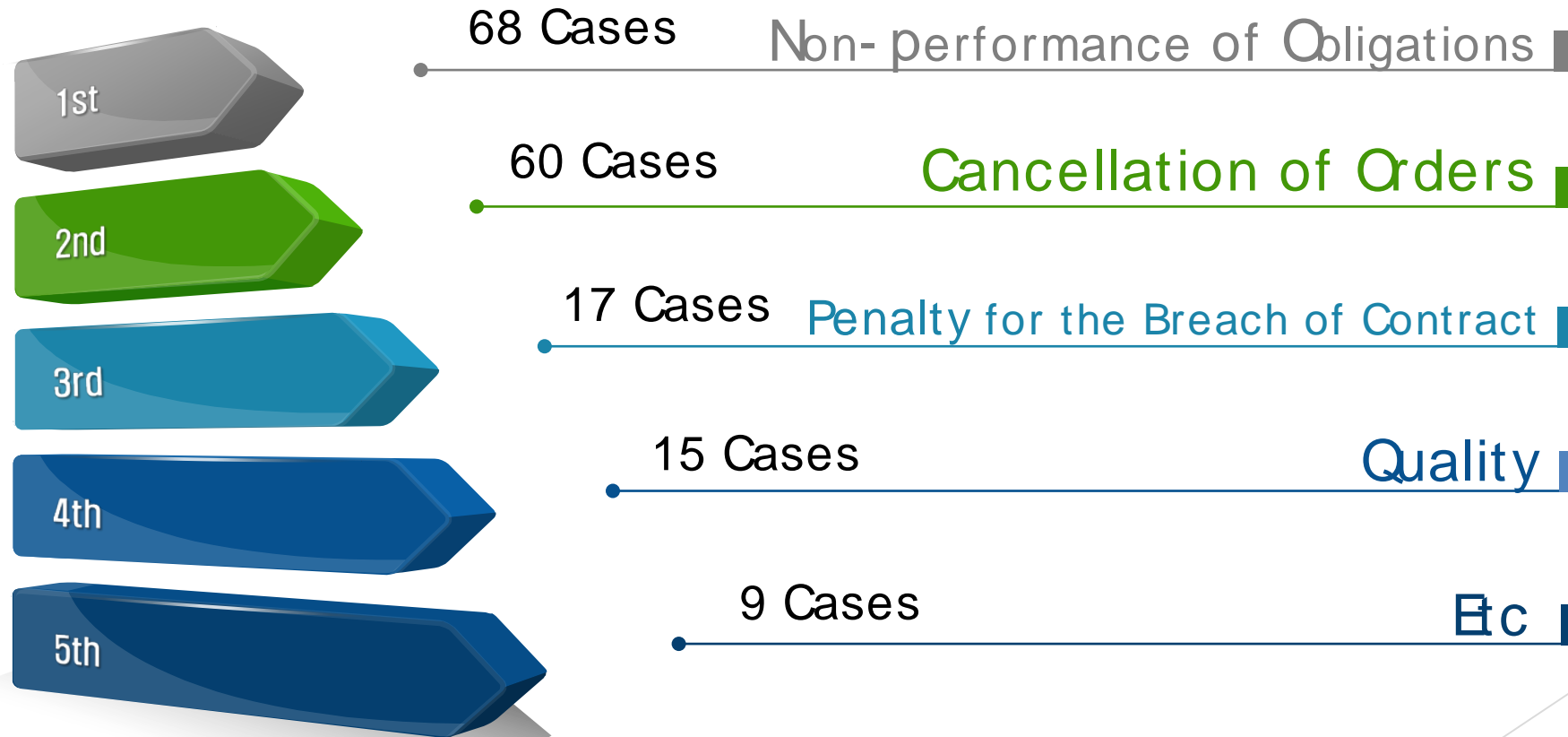


❖ The volume of Consumers' Complaints Regarding Purchases done through Social Media

Subdividing	2016	2017		2018	
			Compared to the same time last year		Compared to the same time last year
Consumer Complaints	1,135	1,319	6.2% ↗	1,479	2.1% ↗

3. The current state of redress cases

❖ Redress Cases over past 3 years (2016~2018)



TOTAL : 169 cases

4. Survey on the Commercial Exchange in SNS Market



8 April 2019

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26 April 2019

❖ Survey Target

: The sellers who place indications or advertises on Social Media platforms(below) to take orders.

- (Domestic) NAVER Blog, Cafe, Band & KaKao Story
- (Foreign) FaceBook, Instagram

❖ Check-List

- ① Provision of information on seller's identity
- ② Transaction terms (method & date to supply goods)
- ③ Consumer's right to cancel an order
- ④ Procedures for exchange, return & refund

4. Survey on the Commercial Exchange in SNS Market

❖ Obligation of Service Provider on E-commerce

(Act On The Consumer Protection in Electronic Commerce, Etc)

❖ Notify the followings in an appropriate manner

- **Requirements and procedures for exchange, return and guarantee of the goods**
- **Matters concerning compensation for damage, settlement of complaints and resolution of disputes between consumers and business operators**

❖ Reporting, etc., by Mail Order Distributors

- **Trade name, address and telephone number**
- **E- mail address, Internet domain name and location of host server computers**

4. Survey on the Commercial Exchange in SNS Market

❖ Result !!

- Among these targets(Domestic 266, Foreign 145), none of them was 100% legitimate.

< Overall Result of the Survey >

(unit : number of companies)

subdividing	Domestic	Foreign
Obey	-	-
Disobey	266(100%)	145(100%)
Total	266(100%)	145(100%)

5. Countermeasures

1



**Consultative
Committee**

2



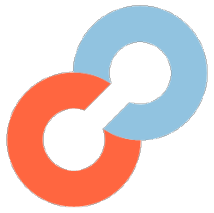
**Compliance
Program**

3



**Providing information
And education**

**Effective Dispute Resolution
and Redress System**



한국소비자원

Korea Consumer Agency

– The End –

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