

Overview of Consumer Consultation in Japan

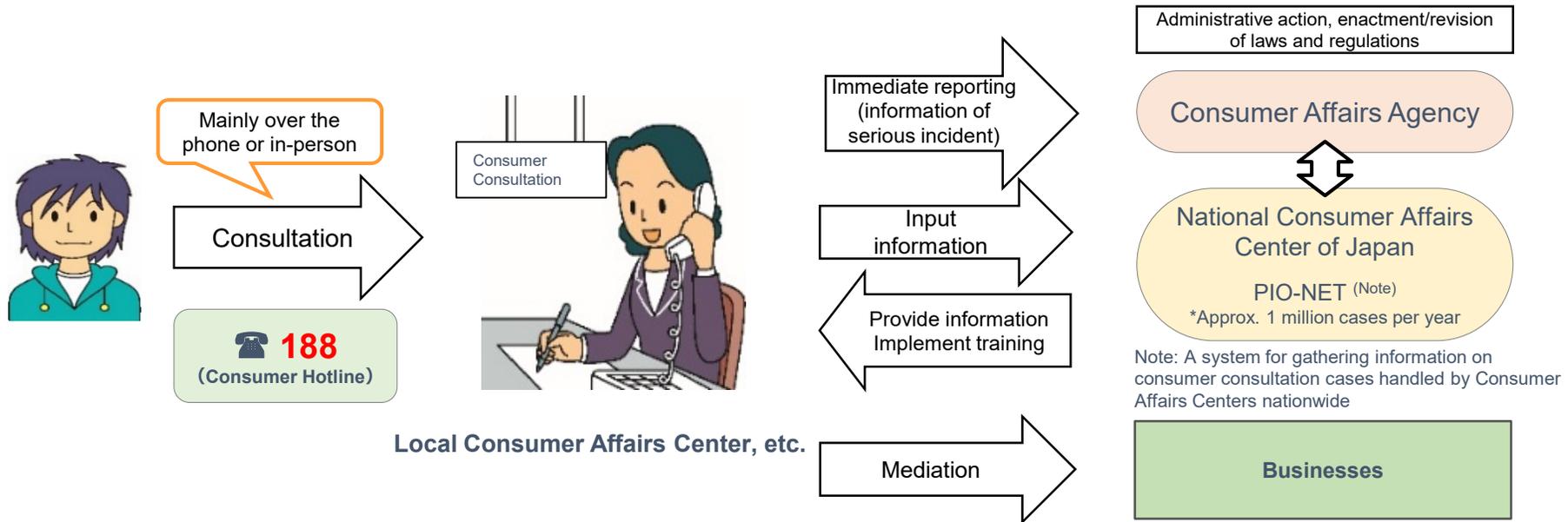
Harutaka MUROFUSHI

Head of General management office, Strategic Headquarters for Frontiers of Consumer Policy, Consumer Affairs Agency

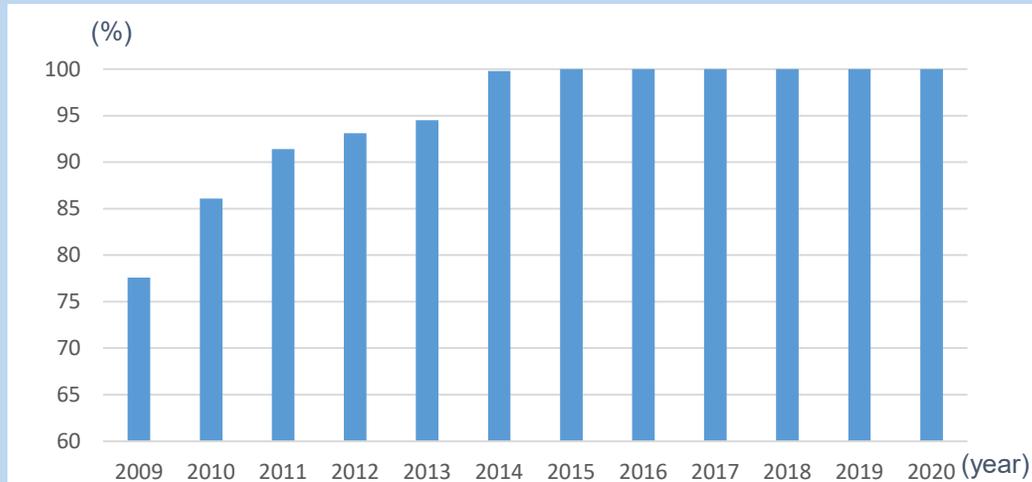
March 16, 2021

Material for the CAA Strategic Headquarters for Frontiers of Consumer Policy
International Symposium

What is consumer consultation?



Availability of consultation services (Note)



Note: Number of consultation offices compared to the number of municipalities in Japan (designated cities are not included)

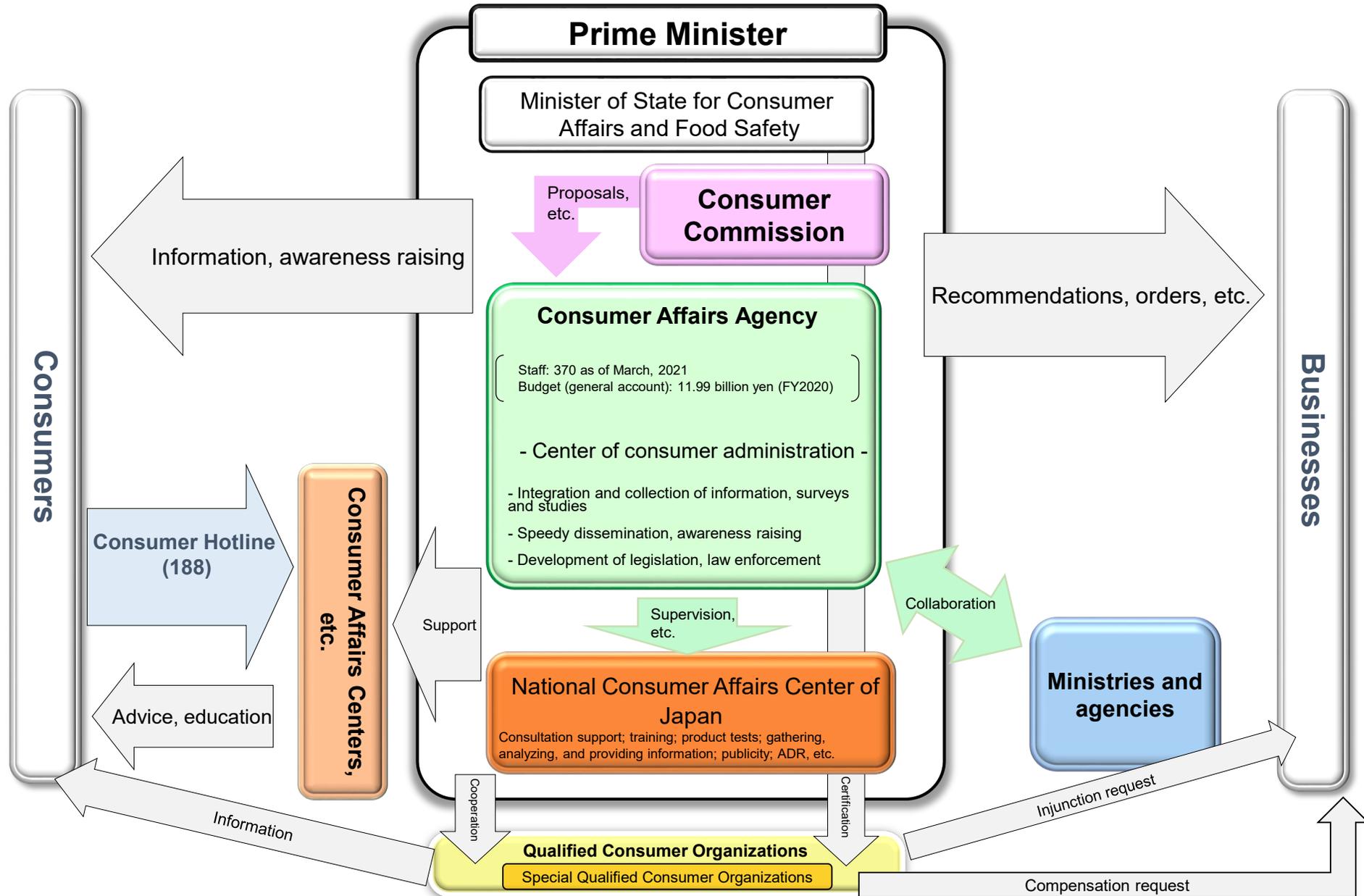
Number of Consumer Affairs Consultants (Note)

(April 2020)

Number of Consumer Affairs Consultants	3,324
Certified Consumer Affairs Consultants	2,672 (80.4%)
Non-certified Consumer Affairs Consultants	652 (19.6%)

Note: A person who has passed the Test for Consumer Affairs Consultant Certification held by a registered testing organization such as the National Consumer Affairs Center of Japan, or a person who has an equivalent or higher level of expertise and skills

How consumer administration works

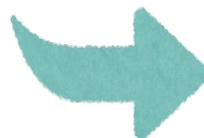
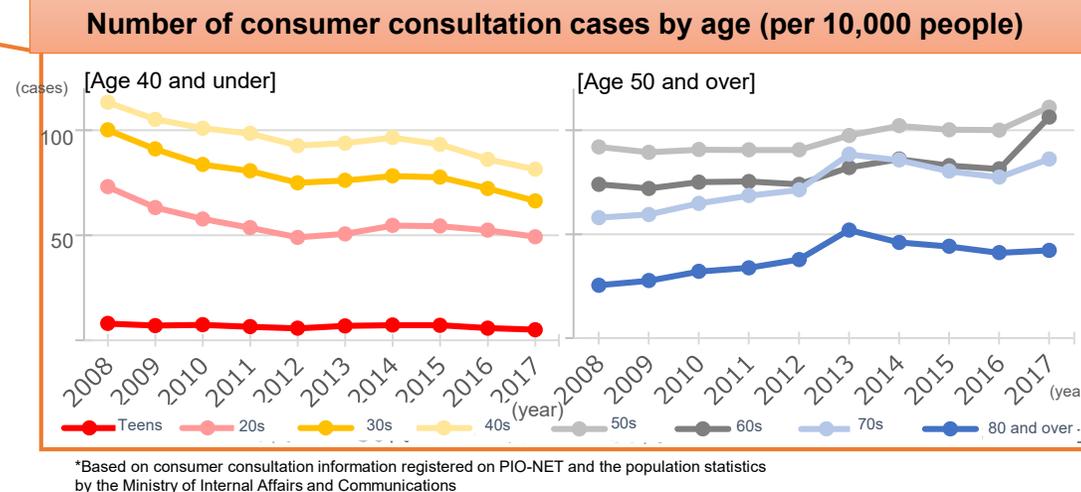
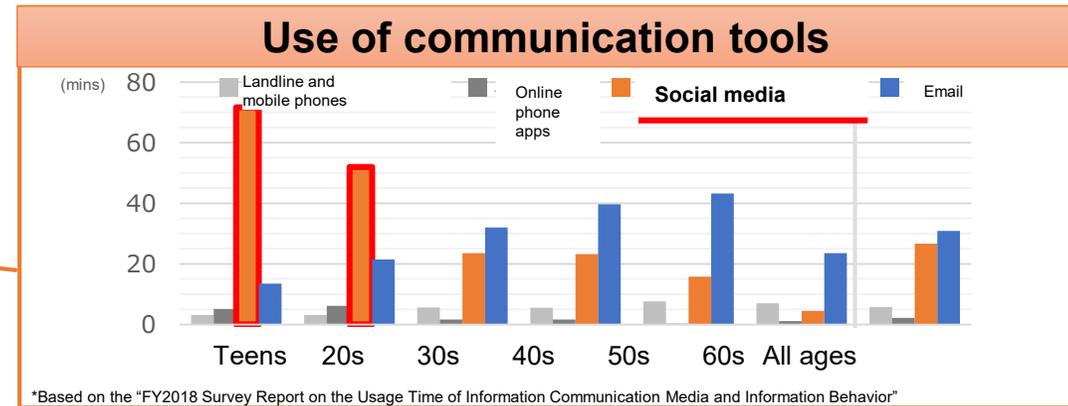


Ideas for a new consultation service: pilot project for social media-based consumer consultation

Background and purpose

- 1 **Phone use is declining with the growth of social media**, especially among the younger generation.
- 2 The number of consumer consultation from young people **is declining**.
- 3 We are concerned that **consumer issues involving 18 and 19 year olds will increase with the lowering of the legal age of adulthood (2022)**.

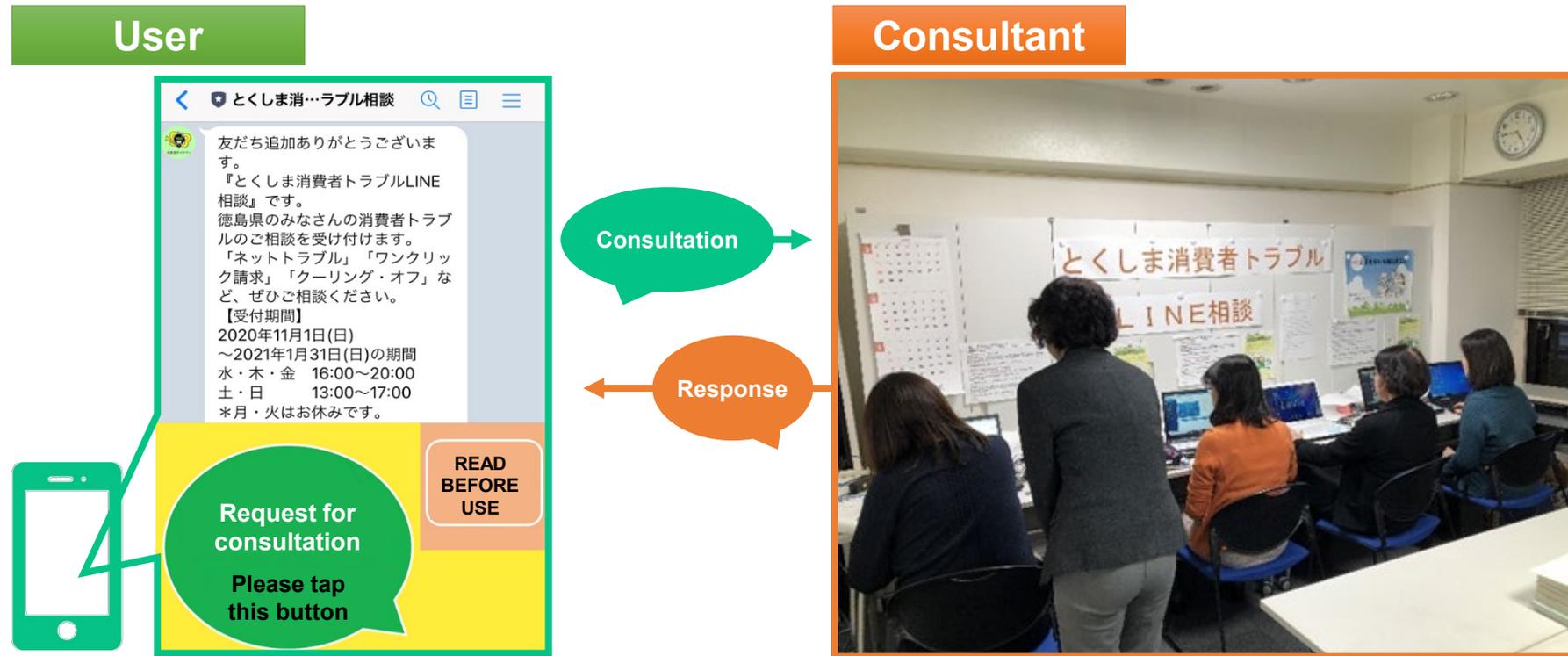
We urgently need to promote initiatives for preventing consumer issues among the younger generation and providing help.



We launched a pilot project for social media-based consumer consultation to identify and examine the challenges, issues, etc. associated with the adoption of a social media-based consultation service.

Ideas for a new consultation service: pilot project for social media-based consumer consultation

We established a pilot consumer consultation service based on the free communication app "LINE." The service provides advice and support to users with consumer issues across the board.



*The LINE screen for consultation requests

*Consultants at work