

Consumer confidence in e-commerce

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Statistics



- **52%** of inhabitants of Latvia search information on products online
- Approximately **20%** of consumers from Latvia are frequent online shoppers, **51%** - are occasional shoppers, **29%** - do not shop online
- The average sum spent by consumers from Latvia in online shopping in Latvian websites per year is **EUR 458**, in foreign websites – **EUR 586**
- **34%** of consumers from Latvia have bought a product from a seller based in another country in last 12 months



Consumer trust in e-commerce market

- **Main components of consumers' concerns about buying products online:**
 - delivery of product
 - quality of product
 - returning a product or replacing and repairing a faulty product; getting reimbursement
 - solving problems when things go wrong
 - misuse of personal information/payment card details



Main consumers' cross-border complaints

- Number of ECC-Net cross-border cases in 2011 regarding e-commerce is 17 060
- **Main problems:**
 - ✓ delivery of goods (38%)
 - ✓ non-conformity of goods/services (32%)
 - ✓ unfair contract terms (10%)
 - ✓ issues related to price and payment (10%)
 - ✓ withdrawal rights
 - ✓ unsolicited goods/services



Problem with awareness of consumers' rights

- Most of consumers and retailers across Europe claim to know their rights, BUT it is not the reality
- Only approximately 62% of consumers and 28% of retailers know about cooling off period



Measures to increase consumers' confidence

- Effective enforcement and cross-border cooperation
- Effective consumers' disputes resolution (national and cross-border disputes)
- Consumer information and education
- Trustmarks



Baltic States cooperation

- Cooperation agreement among consumer protection authorities from Baltic States (signed in May 2006) on protection of consumers' economic interests
- Cooperation on the basis of EU Regulation No 2006/2004



- Thank you for your attention!