

MDTCA receives 2,500 e-commerce complaints per month



Domestic Trade and Consumer Affairs minister Datuk Seri Saifuddin Nasution Ismail (left) said the number of complaints has steadily increase as of last month. (NSTP/MOHD KHAIROL HELMY MOHD DIN)

By Azanis Shahila Aman - August 15, 2019 @ 5:15pm

KUALA LUMPUR: An average of 26.2 per cent out of the 2,500 complaints received monthly by the Ministry of Domestic Trade and Consumer Affairs (MDTCA) involves e-commerce particularly on fraudulent online retail.

MDTCA minister Datuk Seri Saifuddin Nasution Ismail said the number of complaints has steadily increase as of last month.

"Some of the online fraud involves items purchased online that did not reach consumers, receiving items not as advertised, receiving different items and damaged goods," he said.

Saifuddin pointed out the initial idea for e-commerce is to give great deals and ease consumers, but if online fraud is not curtailed, it will affect consumers' confidence.

"On the ministry's part, we have developed and published two guidelines, the 'Consumer's Guide in Conducting Electronic Transactions' and the 'Seller's Guide on e-Commerce Business' as a reference for consumers and sellers alike on how to minimise the risk of online transactions, and the laws and

regulations that online merchants must follow," he said at the Lazada Wecommerce Satellite Tradeshow here today.

Saifuddin said through the Companies Commission of Malaysia (SSM), the Ministry has also introduced SSM BizTrust, a digital certification which certifies online business entity that complies with proper criteria such as business registration, online security and privacy protection.

This initiative aims to help users conduct safe online transactions and prevent them from becoming victims of fraud.

"However, I would also like to note that the government and e-commerce platforms can only do so much.

"Consumers must also play their part by being vigilant against the signs of online fraud and report any suspicious behaviour to the respective e-commerce platforms or the ministry," he said.

The event witnessed a partnership between Southeast Asian eCommerce giant, Lazada Malaysia and MDTCA to support the growth and digital acceleration of Malaysian SMEs.

With Malaysia's ecommerce space growing tremendously in recent years, Lazada Malaysia shown an impressive 45 per cent jump in local sellers in the last 12 months alone.

However, e-commerce platform lacks visibility and awareness of local products.

Saifuddin said local sellers must be taught on how to market their products online, increase their presence and beat foreign competition in quality, price and localisation.

"In this regard, public-private partnerships such as the one today between Lazada Malaysia and the Ministry will help tremendously in boosting our local entrepreneurs and helping them succeed," he said.

He also urged all consumers to realize that buying local products create local job opportunities, stimulate domestic economy, reduce foreign outflows and leave positive impact on the national economy.

