



# Tokushima International Consumer's Forum 2023 (October 31<sup>st</sup> 2023)

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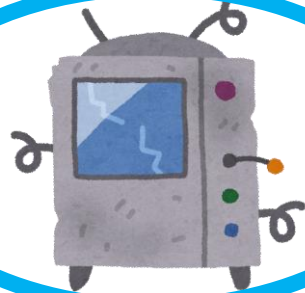


# E-commerce problems

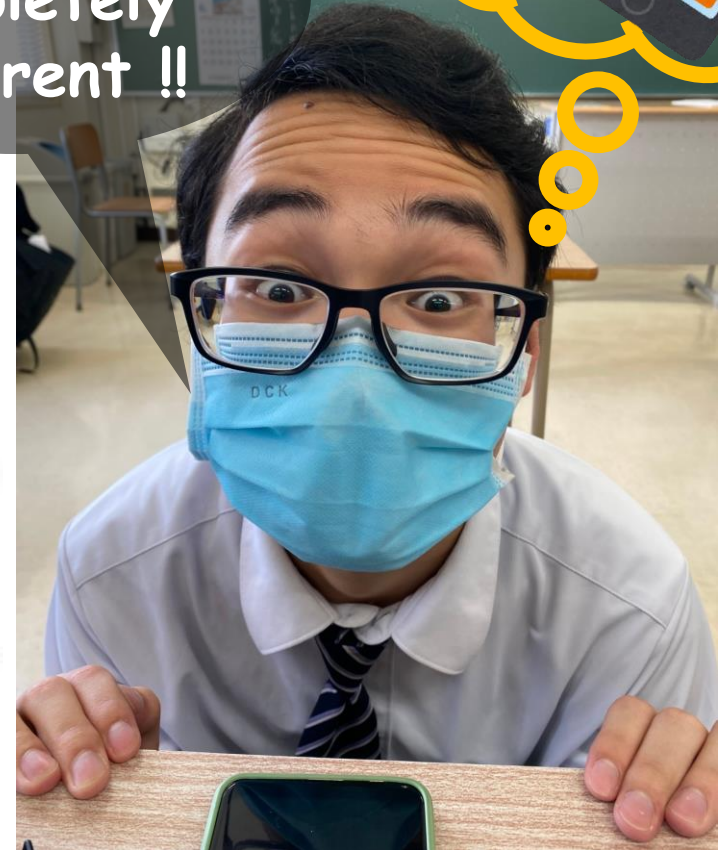
Perfect Merchandise !



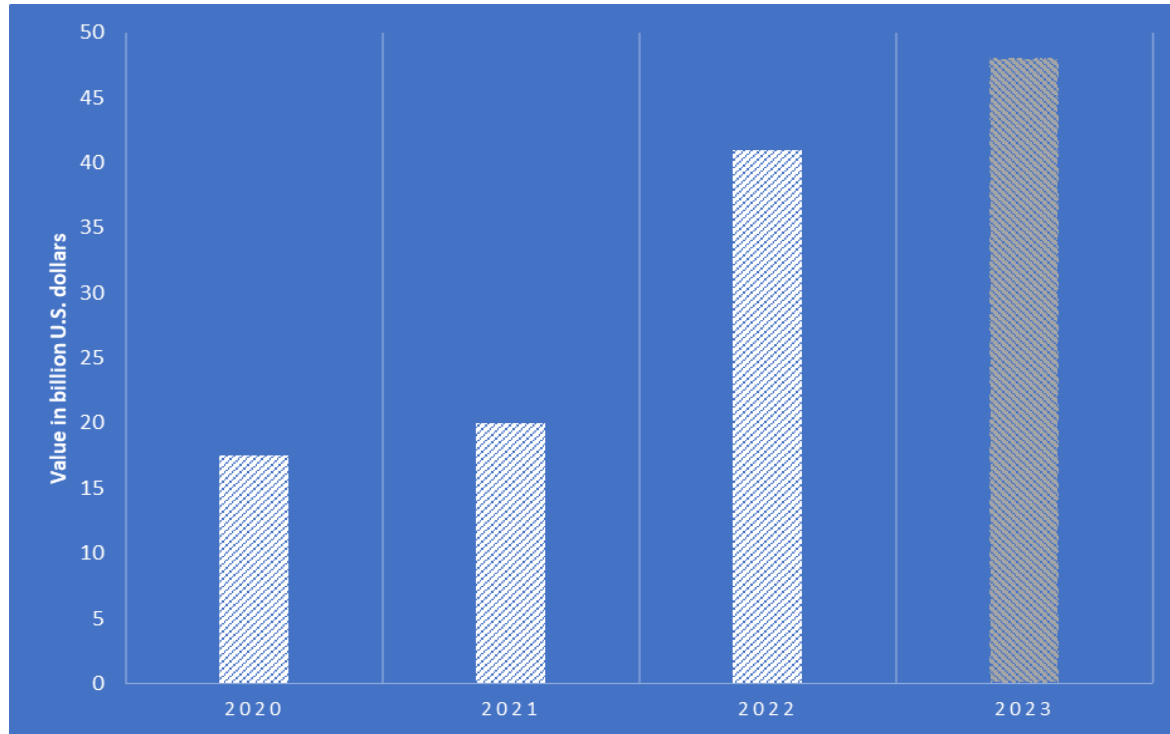
delivery



it's completely different !!

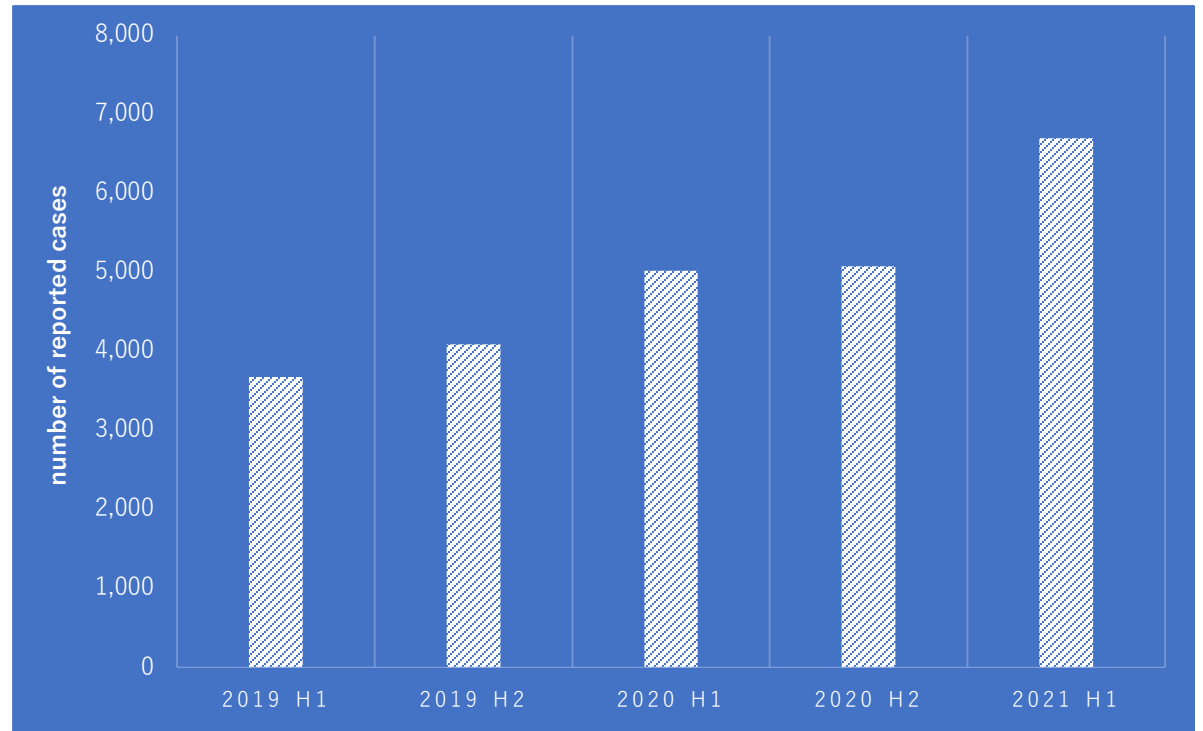


# E-commerce fraud



**Worldwide losses to online payment fraud  
(2020 – 2022 & prediction for 2023)**

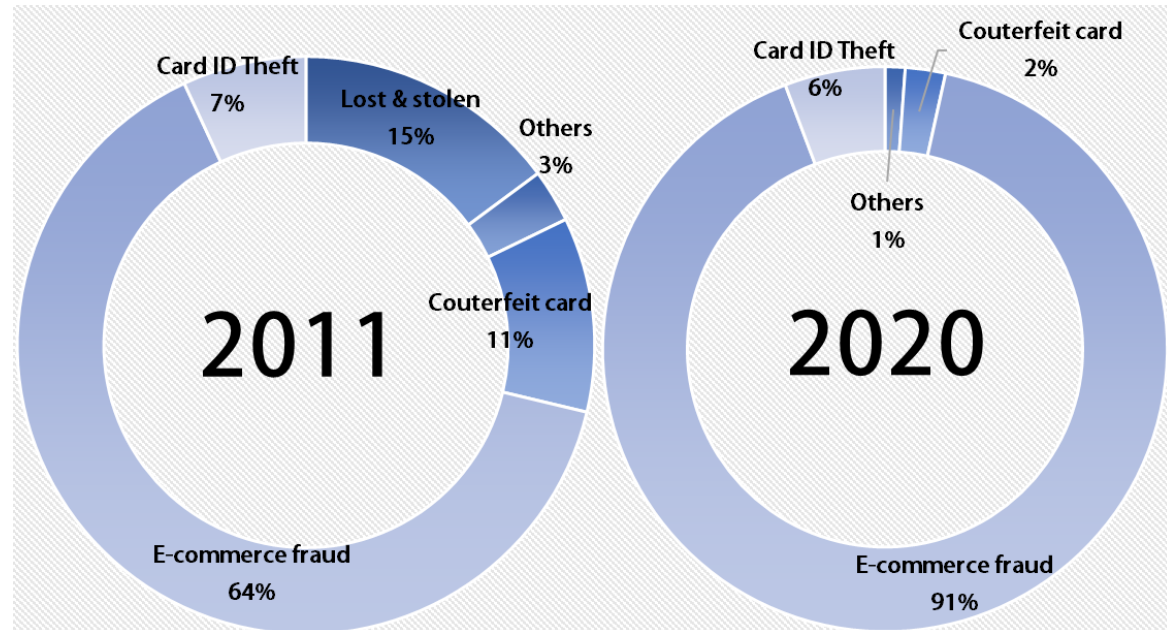
"Value of e-commerce losses to online payment fraud worldwide from 2020 to 2023"  
Statista.com



**Reported numbers of fraudulent E-commerce  
websites in Japan (2019 H1 - 2021 H1)**

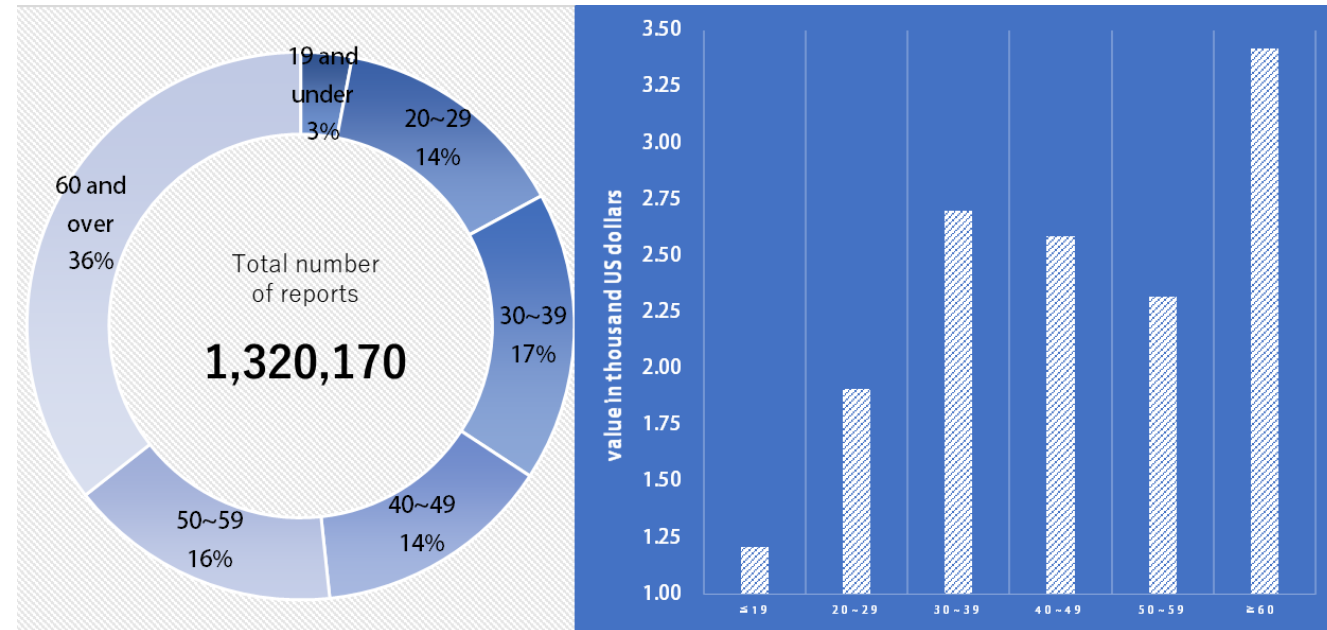
Statistical Information on Malicious Shopping Sites (First Half of 2021)  
Japan Cybercrime Center

# E-commerce fraud



Types of frauds in the U.K.  
(2011 & 2020)

"FRAUD - THE FACTS 2021"  
UK Finance



Cases of E-commerce fraud & Losses per capita  
by age in the U.S. (2020)

"Consumer Sentinel Network Data Book 2021"  
FEDERAL TRADE COMMISSION

# Current situation

- **Numbers of E-commerce fraud is increasing both domestically and internationally.**

→ **Because of COVID-19 ?  
or development of advanced AI ?**

- **People over 60 have the highest losses per capita in the U.S.**

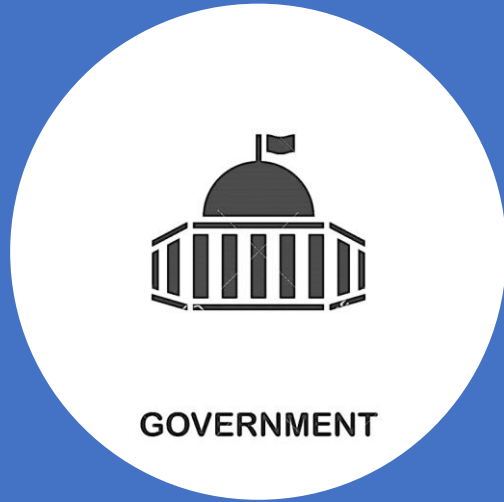
→ **Because of poor internet literacy**

- **Highest percentage amongst fraud committed in the U.K.**

→ **Easy for criminals to conduct,  
hard to prevent**



# Our Proposals



GOVERNMENT

## Government

Enaction of legislation for E-commerce version of cooling-off

⇒ Minimizing the damage



COMPANY

## Corporations

Creation of E-commerce websites exclusively for reliable retailers

⇒ Compliance with SDGs  
Fulfillment of CSR



## Consumers

Implementation of E-commerce fraud experiencing websites

⇒ Enhancement of internet literacy