

OECD Conference on Empowering E-Consumers:
Strengthening Consumer Protection in the Internet Economy
E-commerce Trends and Outlook: Consumer aspects
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Points to Address

- New means of e-Commerce (different devices)
- New aspects of e-Commerce (different applications)
- Expected future developments
- Building trust/confidence. Assuring privacy
- Modernizing e-Commerce metrics/indicators and data gathering



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New Means of e-Commerce

Different devices w/ high penetration in the population:

- **Cell phones** (in Portugal: penetration in the population 113%)
- **ATMs** (in Portugal: 60% of population 16-74 y.o. uses them for e-commerce; highest penetration of ATMs in the population in EU, 1,500 per million population (+15% than Spain, +50% than UK, > double EU))
- **Sensor-based networks** (in Portugal, RFID for highway tolls: 200 million instances 120 million € per year; 66% of all instances of use; highest penetration in EU, 22% of total population (> 2.5x Italy, > 11x France))

These means dominate now-a-days.
e-commerce through Internet pages
is comparatively small.

(in Portugal: only 10% of population 16-74 y.o.)



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New Aspects of e-Commerce

Different applications:

- **e-marketing**
(>> people use the Internet for obtaining information to decide what to buy than just to order or pay)
- **Web 2.0 – C2C**
- **Reinforced by combined effect of both**
(importance given by consumers to interaction with other consumers to decide on what to buy)
- **Cloud Computing**



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Expected Future Developments

- **More mobile** (order and pay wherever you are)
- **More sensor-based** (order and pay as you go)
- **Easier to use interfaces, as touch screen and voice interfaces** (like ATMs but more flexible)
- **Interactive e-commerce** (e.g., tailoring products to customer orders)
- **New disruptive business models for the network economy** (e.g., open access scientific publications—SCOAP³, health ambulatory care with sensors of health parameters, environmental management with sensor based networks)



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Building Trust/Confidence & Assuring Privacy

Main consumer protection issues:

- Improvement in network and information systems security. In particular, against identity theft and spoofing
- Better signaling of reliable providers (certification/reputational schemes, in particular by enterprise associations)
- Adequate legislation and guidelines for C2C
- Special care with privacy in sensor-based networks. The right to delete information.



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Modernizing e-Commerce Metrics/Indicators and Data Gathering

Presently out-dated.

- Have to adapt to new devices of e-commerce: cellular phones, ATMs, sensor-based networks, other computer mediated networks
- Have to adapt to new aspects of e-commerce: e-marketing, web 2.0 –C2C, interactive e-commerce
- Data gathering would need to use both surveys and information flow data



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