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Law on consumer protection in E-commerce: International experience and lessons for Vietnam

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Summary: 1. Introduction. 2. Research methodology. 3. Comparative legal analysis of consumer protection in E-commerce. 3.1. Information disclosure and transparency requirements. 3.2. Personal data protection and privacy safeguards. 3.3. Rights of withdrawal and return. 3.4. Platform liability and responsibilities. 3.5. Enforcement structures and dispute resolution mechanisms. 4. Lessons learned for Vietnam. 5. Conclusion. 6. References.

Abstract: Protecting consumer rights in e-commerce is a key factor in building a transparent and sustainable e-commerce environment. In Vietnam, despite progress in e-commerce development, one of the challenges is the lack of a legal framework and the ineffective enforcement of laws protecting consumer rights in e-commerce. Relying on the doctrinal research methodology, this article focuses on researching and analyzing legal regulations for consumer protection in the e-

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commerce activities of major organizations and countries worldwide, including the United States, the European Union, and Japan. Based on a comparison with the current situation in Vietnam, the article offers recommendations for Vietnam as it improves its consumer protection laws in e-commerce.

Keywords: Consumer Rights Protection, E-commerce, International Experience, Legal Improvement

1. Introduction

Along with the development of the digital economy, global online shopping has also made remarkable strides and has fundamentally transformed the way we engage in commercial transactions.^{3,4} Especially after the COVID-19 crisis, when virtually all activities were restricted, online shopping became even more popular and preferred due to its convenience. It can be said that consumer shopping habits in recent years have largely shifted from in-store shopping to online shopping on e-commerce platforms, where people can buy desired items without going to physical stores, thereby expanding the choices available to consumers and empowering them to make informed purchasing decisions.⁵

E-commerce transactions offer convenience for consumers, but also entail various challenges and risks that need to be considered⁶. Consumers are now facing increasingly complex risks, such as data privacy violations, fraudulent transactions, and unfair commercial practices, which become even more difficult to navigate amidst the fast-paced evolution of technology⁷. These challenges highlight the importance of adequate legal protections in the e-commerce sector to ensure consumers' safety and convenience in online transactions and to increase their trust in digital platforms.

Currently, many organizations and countries worldwide have recognized the importance of protecting consumer rights in e-commerce and have established legal frameworks to regulate online transactions. The Organization for Economic Cooperation and Development (OECD) issued the OECD Guidelines on Consumer Protection in E-commerce in 1999, and revised and supplemented them in 2016.⁸ In addition, major countries like the United States have established the Federal Trade Commission (FTC) and issued regulations on data security, the right to

³ FERRERA, C. and KESSEDJIAN, E. Evolution of E-commerce and Global Marketing. *International Journal of Technology for Business (IJTB)*, 2019, vol. 1, no. 1, pp. 33–38. <https://doi.org/10.5281/zenodo.2591544>

⁴ PAN, C. L., BAI, X., LI, F., ZHANG, D., CHEN, H. and LAI, Q. How Business Intelligence Enables E-commerce: Breaking the Traditional E-commerce Mode and Driving the Transformation of Digital Economy. In: *2021 2nd International Conference on E-Commerce and Internet Technology (ECIT)*. IEEE, 2021, pp. 26–30. <https://doi.org/10.1109/ECIT52743.2021.00013>

⁵ AZIZAH, F. D., NUR, A. N. and PUTRA, A. H. P. K. Impulsive buying behavior: Implementation of IT on technology acceptance model on E-Commerce purchase decisions. *Golden Ratio of Marketing and Applied Psychology of Business*, 2022, vol. 2, no. 1, pp. 58–72. <https://doi.org/10.52970/grmapb.v2i1.173>

⁶ BEAUCHAMP, M. B., & PONDER, N. Perceptions of retail convenience for in-store and online shoppers. *Marketing Management Journal*, 2010, vol. 20, no. 1, 49–65. <https://doi.org/10.63963/001c.150988>

⁷ ARIFIN, R., KAMBUNO, J. A., WASPIAH, W. and LATIFIANI, D. Protecting the Consumer Rights in the Digital Economic Era: Future Challenges in Indonesia. *Jambura Law Review*, 2021, vol. 3, pp. 135–160. <https://doi.org/10.33756/jlr.v3i0.9635>

⁸ OECD. Recommendation of the Council on Consumer Protection in E-commerce, OECD/LEGAL/0422, 2016. Available at: https://www.oecd.org/content/dam/oecd/en/publications/reports/2016/05/oecd-recommendation-of-the-council-on-consumer-protection-in-e-commerce_g1g66e4e/9789264255258-en.pdf (accessed on 20 March 2026).

reimbursement, and access to information. For example, the European Union (EU) has the General Data Protection Regulation (GDPR) to protect consumer privacy, while Japan has enacted consumer protection laws and e-commerce oversight policies that are deeply rooted in its cultural and legal context, impacting consumer protection.

Consumer protection law is considered *"a field of law regulating the relationship between consumers and businesses when they purchase or use goods and services from those businesses; it stipulates the rights of consumers and the responsibilities of businesses in transactions."*⁹ Accordingly, current legal regulations not only establish consumer rights (the right to information, the right to choose, the right to complain, etc.) but also strictly regulate businesses' legal responsibilities to ensure the quality of goods and services, protect information, and resolve complaints.

In Vietnam, consumer protection laws in e-commerce have been somewhat refined, including measures to protect consumers in cyberspace and promote responsible business practices.¹⁰ However, shortcomings and limitations in the content of legal regulations still exist. Although the Law on Protection of Consumers' Rights 2023 has introduced the concept of "distance transactions",¹¹ it still lacks specific, detailed provisions tailored to e-commerce transactions. At present, Vietnam's legal framework for e-commerce continues to exhibit a considerable regulatory gap, as it has not yet been able to promptly regulate newly emerging situations such as online contract formation and online ordering, and lacks clear guidelines on procedures for collecting and verifying electronic evidence in dispute resolution processes. Furthermore, the management of cross-border platforms without a legal presence in Vietnam poses serious challenges regarding warranty obligations, refund responsibilities, and customer data protection. Similar to many other countries, consumer protection laws in Vietnam are not yet fully equipped to address issues arising in e-commerce¹². This also partly affects the implementation process, as rapid growth in scale is contrasted with the e-commerce sector's unsustainability¹³.

From a practical perspective, while developed jurisdictions such as the United States, the EU, and Japan have established modern consumer protection models — ranging from the regulation of "dark patterns" to the development of effective Online Dispute Resolution (ODR) mechanisms — studies in Vietnam have not yet comprehensively formulated a pathway for the internalization of these experiences in a manner appropriate to the country's distinctive socio-economic context. There is therefore an urgent need to establish an "integrated legal framework" that

⁹ NGUYEN, T. V. A. (ed.). Law on Protection of Consumer Rights, People's Police Publishing House, Hanoi, 2014, p. 21. Available at: [https://aseanconsumer.org/file/pdf_file/Vietnam%20Legislation%20-%20Law%20on%20Protection%20of%20Consumer%20\(english\).pdf](https://aseanconsumer.org/file/pdf_file/Vietnam%20Legislation%20-%20Law%20on%20Protection%20of%20Consumer%20(english).pdf) (accessed on 20 March 2026).

¹⁰ LE, Q. K. "Protecting consumer rights in e-commerce activities according to the Law on Protection of Consumer Rights 2023", 2024. Available at: <https://dms.gov.vn/tin-chi-tiet/-/chi-tiet/bao-ve-quyen-loi-nguoi-tieu-dung-trong-hoat-%C4%91ong-thuong-mai-%C4%91ien-tu-theo-luat-bao-ve-quyen-loi-nguoi-tieu-dung-nam-2023-87436-4.html> (accessed on 20 March 2026).

¹¹ VIETNAMESE NATIONAL ASSEMBLY. Law on Consumer Rights Protection, Hanoi, 2023, Art. 3(5). Available at: <https://apolatlegal.com/wp-content/uploads/2025/05/Law-On-Protection-of-Consumer-Rights-2023.pdf> (accessed on 20 March 2026).

¹² SABERI, R. and SADEGHI, S. The Future of Global E-Commerce Regulation: Legal Challenges in Ensuring Fair Competition, Consumer Rights, and Data Protection. *Legal Studies in Digital Age*, 2022, vol. 1, no. 1, pp. 39–52. Available at: <https://www.jlsda.com/index.php/ljsda/article/view/5> (accessed on 20 March 2026).

¹³ VCOM. Vietnam E-commerce Index Report, 2024. Available at: https://drive.google.com/file/d/1gxbKNYlgW5GOu6M_ED68PjjKtGbi8JBS/view (accessed on 20 March 2026).

protects consumer rights throughout the entire value chain and across the full lifecycle of data processing.

It is against this background that this article examines the law on consumer protection in e-commerce across jurisdictions, using the United States, the EU, and Japan as cases, in an effort to extract valuable lessons for Vietnam. After examining regulations on the protection of consumer rights in e-commerce in the United States, the EU, and Japan, the article proceeds with a detailed analysis of lessons learned for Vietnam. From a theoretical perspective, the study proposes a shift in regulatory thinking from "transaction management" to "ecosystem governance," thereby laying the foundation for a sustainable digital environment. Structurally, the article contributes to the concept of an integrated legal framework, which closely links consumer rights protection to personal data protection throughout the data lifecycle. Finally, the study offers a practical framework based on tiered responsibility for digital platforms, providing a roadmap for Vietnam to modernize its enforcement mechanisms and ODR systems in a manner consistent with the rapidly evolving digital economy. The article subsequently closes with a conclusion.

2. Research methodology

This study employs doctrinal research and comparative legal analysis to examine consumer protection regulations in e-commerce. The comparative framework is structured based on the following systematic grounds:

The United States, the EU, and Japan were selected as representative cases because they embody three advanced legal approaches with significant global influence: EU represents a model of high-level standardization through a unified legal system (e.g., GDPR, DSA, DMA), focusing on privacy safeguards and establishing stringent obligations for digital platforms; United States represents a flexible enforcement model that combines the strong role of regulatory agencies (such as the FTC) with private sector self-regulation; Japan provides a model that combines rigorous regulations with effective enforcement mechanisms within an East Asian cultural and legal context, offering relevant similarities for Vietnam's internalization process.

Comparative Criteria and Analytical Themes: Rather than presenting isolated country summaries, this study organizes the comparative discussion according to a functional approach, focusing on the core pillars of the digital consumer protection ecosystem. The precise criteria used for comparison include:

Information disclosure and transparency requirements: Obligations regarding the authentication and disclosure of seller and product information on platforms.

Personal data protection and privacy safeguards: Security standards for customer information throughout the digital value chain.

Rights of withdrawal and return: Mechanisms allowing consumers to rescind online purchase decisions.

Legal liability of digital platforms: Defining the obligations of intermediaries concerning third-party violations.

Enforcement structures and dispute resolution mechanisms: The effectiveness of legal enforcement frameworks, the role of state regulatory authorities, as well as the accessibility and efficiency of digital mediation, arbitration, and ODR platforms in addressing consumer disputes within e-commerce environments.

The research aims to analyze the interaction between consumer rights, platform obligations, and the design of enforcement institutions. Consequently, the article moves beyond a mere comparison of statutory laws to evaluate the broader regulatory philosophy of ecosystem governance, thereby proposing a comprehensive reform roadmap for Vietnam

3. Comparative legal analysis of consumer protection in E-commerce

To ensure a rigorous and systematic analysis, the selection of the United States, the EU, and Japan is based on their roles as global pioneers in digital governance, representing three distinct regulatory philosophies: flexible enforcement (US), high-level standardization (EU), and a hybrid Asian model (Japan). The following comparison is structured around six core functional pillars: (1) information disclosure requirements; (2) personal data protection; (3) withdrawal and return rights; (4) platform liability and responsibilities; (5) Enforcement structures and dispute resolution. This thematic approach allows for a meaningful legal synthesis rather than mere country summaries.

3.1. Information disclosure and transparency requirements

Consumers participating in e-commerce have the right to access all information about products and the businesses that supply them. One limitation of online shopping is that consumers cannot try or experience the products they want to buy. This makes it difficult to choose products that suit their needs, as they do not know what an item they buy will look like or whether it matches the initial description and advertisement. Furthermore, they cannot be sure if the business selling their goods is reputable if that business does not provide sufficient information to identify its brand.

In the United States, the Consumer Online Retail Integrity, Notification and Fairness Act (INFORM Act), in section 45f, stipulates that e-commerce platforms must take measures to collect, verify, and disclose information about businesses participating in sales on their platforms, especially those with large annual revenues (typically around US \$20,000 or more per year). The required information includes:¹⁴ the legal name of the business/seller; business address; email address; phone number; tax identification number (if applicable); and other information as required. This information must be listed on the e-commerce platform in various ways (such as attached to products or included in order confirmations, electronic invoices, etc.) to help consumers access and understand it effectively. Furthermore, within 10 working days of receiving information from businesses/sellers, e-commerce platforms must take measures to verify their validity. The law also stipulates that businesses/sellers must update their information annually to ensure the information provided is accurate. In addition to the INFORM Act, the FTC Act also regulates product information advertised on e-commerce platforms. FTC guidelines have set detailed requirements for online advertising, such as that product information must be clearly disclosed and often includes provisions on complaint rights.¹⁵ Furthermore, the FTC law lists products and services that may not be advertised, such as illegal products, counterfeit goods, and products harmful to health, such as tobacco. In addition, products whose advertising on e-commerce platforms is restricted are clearly defined, including alcoholic beverages and beer.

The EU adopts a more comprehensive and harmonized approach to transparency obligations. Directive 2005/29/EC of the European Parliament and of the Council of 11 May 2005¹⁶, Directive 2011/83/EU of the European Parliament

¹⁴ UNITED STATES. INFORM Consumers Act, 2022. Available at: <https://www.ftc.gov/legal-library/browse/statutes/inform-consumers-act> (accessed on 20 March 2026).

¹⁵ UNITED STATES. Federal Trade Commission Act, 2006. Available at: <https://www.ftc.gov/legal-library/browse/statutes/federal-trade-commission-act> (accessed on 20 March 2026).

¹⁶ EUROPEAN UNION. Directive 2005/29/EC of the European Parliament and of the Council of 11 May 2005 concerning unfair business-to-consumer commercial practices in the internal market and amending Council Directive 84/450/EEC, Directives 97/7/EC, 98/27/EC and 2002/65/EC of the European Parliament and of the Council and Regulation (EC) No

and of the Council of 25 October 2011¹⁷, and Directive (EU) 2019/2161 of the European Parliament and of the Council of 27 November 2019¹⁸ clearly stipulate the consumer's right to access information, specifically: (1) E-commerce platforms must disclose information related to the identification of sellers, such as: company name, address, phone number, email address, and the addresses and identities of the professionals they represent; (2) Means to ensure consumers can keep records of their written exchanges with experts for long-term support, including the dates and times of these exchanges; (3) The contract clearly specifies the methods of payment, delivery, and contract execution; (4) Clearly update information related to complaint procedures and complaint resolution; (5) Publicly disclose all legal assurances relating to conformity, potential deficiencies, and all other applicable legal warranties; (6) Commercial warranty policy and after-sales service; (7) Termination conditions, for contracts with no fixed term or with implicit renewal, as well as their duration; (8) With regard to digital content and services, the functionality of related goods, their compatibility and interoperability, as well as existing technical safeguards; (9) Detailed contact information for the mediator(s) that consumers can contact; (10) Remote communication costs for contract signing when these costs differ from the basic price; (11) Any rules of conduct applicable to the contract and the method for obtaining a copy; (12) The minimum duration of the consumer's contractual obligations; (13) Any deposits and other financial guarantees that the consumer owes. These regulations aim to enhance consumer protection, particularly in cross-border transactions and amid the increasing prevalence of online sales, by improving the initial information that must be provided to consumers and increasing penalties for violations.

Similarly, Japan has strengthened transparency obligations through the Consumer Contract Act and related e-commerce regulations. The Japanese Consumer Contract Act stipulates that businesses/sellers must provide complete and clear information related to the contract, including: Product or service description; Price, shipping fees, and other costs; Payment and delivery terms; Cancellation policy, etc. If the information provided by the business/seller is incomplete, inaccurate, or misleading, consumers have the right to cancel the contract.¹⁹ The Specific Commercial Transactions Act (SCTA) also requires businesses to provide complete information about their brand identity and the products/services they offer.

Overall, these comparative experiences demonstrate that modern consumer protection in e-commerce increasingly depends on the establishment of mandatory transparency standards that extend beyond traditional disclosure requirements. The role of digital platforms is no longer viewed as merely passive intermediation;

2006/2004 of the European Parliament and of the Council ('Unfair Commercial Practices Directive') (Text with EEA relevance), 2005. Available at: <https://eur-lex.europa.eu/eli/dir/2005/29/oj> (accessed on 20 March 2026).

¹⁷ EUROPEAN UNION. Directive 2011/83/EU of the European Parliament and of the Council of 25 October 2011 on consumer rights, amending Council Directive 93/13/EEC and Directive 1999/44/EC of the European Parliament and of the Council and repealing Council Directive 85/577/EEC and Directive 97/7/EC of the European Parliament and of the Council Text with EEA relevance, Brussels, 2011. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32011L0083> (accessed on 20 March 2026).

¹⁸ EUROPEAN UNION. Directive (EU) 2019/2161 of the European Parliament and of the Council of 27 November 2019 amending Council Directive 93/13/EEC and Directives 98/6/EC, 2005/29/EC and 2011/83/EU of the European Parliament and of the Council as regards the better enforcement and modernisation of Union consumer protection rules (Text with EEA relevance), 2019. Available at: <https://eur-lex.europa.eu/eli/dir/2019/2161/oj> (accessed on 20 March 2026).

¹⁹ JAPAN. Consumer Contract Act (Act No. 61 of 2000, as amended), 2000. Available at: <https://www.japaneselawtranslation.go.jp/en/laws/view/3578/en> (accessed on 20 March 2026).

instead, platforms are expected to assume proactive responsibilities in verifying seller identities, ensuring truthful information disclosure, and maintaining fair digital market conditions.

3.2. Personal data protection and privacy safeguards

E-commerce, as an electronic version of buying and selling goods, services, and information, is fundamentally premised on the consolidation and processing of large volumes of personal information, such as payment and user statistics.^{20,21}

In the United States, the legal approach to personal data protection remains fragmented and primarily state-based. Legislative instruments such as the California Consumer Privacy Act (CCPA), Virginia's Consumer Data Protection Act (CVDPA), Colorado's Privacy Act (CPA), Utah's Consumer Privacy Act (UCPA), and so on. The legal regulations of each state share similarities and differences, depending on its economic and political situations. However, these laws generally require compliance with the ISO/IEC 27000 standards, CIS management standards, the NIST cybersecurity framework, and PCI DSS.²² The U.S. model reflects a market-oriented, sectoral approach that prioritizes consumer choice and corporate compliance flexibility over establishing a single, unified federal privacy regime.

By contrast, the EU has developed one of the world's most comprehensive and standardized systems of personal data protection through the GDPR. Currently, the EU has made certain efforts to protect consumer information in e-commerce. A prime example is the enactment and adoption of Regulation (EU) 2016/679 by the European Parliament and Council on April 27, 2016 (effective May 25, 2018) to protect the personal data of European citizens. According to the provisions of this Regulation, consumers have the right to the protection of their personal data when utilising e-commerce platforms. When an e-commerce platform wishes to collect consumers' personal data (name, address, email, phone number, bank account, etc.), its data control department must provide official notification regarding the processing of the data and consumers' rights to use the collected data. Articles 12 and 13 of Regulation (EU) 2016/679 specify the information that a business's data protection department must disclose to its consumers. Furthermore, within one month of receiving a request for access to consumer rights, this department is obligated to respond.²³

²⁰ ROFI'I, Y. U. Analysis of e-commerce purchase patterns using big data: an integrative approach to understanding consumer behavior. *International Journal of Software Engineering and Computer Science (IJSECS)*, 2023, vol. 3, no. 3, pp. 352–364. <https://doi.org/10.35870/ijsecs.v3i3.1840>

²¹ GARG, V. and JAIN, A. Scalable data integration techniques for multi-retailer e-commerce platforms. *International Journal of Computer Science Engineering*, 2024, vol. 13, no. 2, pp. 525–570. Available at: https://www.researchgate.net/profile/Varun-Garg-25/publication/390307649_SCALABLE_DATA_INTEGRATION_TECHNIQUES_FOR_MULTI-RETAILER_E-COMMERCE_PLATFORMS/links/67e8db0995231d5ba5a03c4e/SCALABLE-DATA-INTEGRATION-TECHNIQUES-FOR-MULTI-RETAILER-E-COMMERCE-PLATFORMS.pdf (accessed on 20 March 2026).

²² NGUYEN, T. L. "US Law on Consumer Rights Protection in the Digital Economy and Some Lessons for Vietnam", 2024. Available at: <https://phapluatphattrien.vn/phap-luat-hoa-ky-ve-bao-ve-quyen-loi-nguoi-tieu-dung-trong-kinh-te-so-va-mot-so-kinh-nghiem-cho-viet-nam-d355.html> (accessed on 20 March 2026).

²³ EUROPEAN UNION. Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (Text with EEA relevance), Brussels, 2016. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016R0679> (accessed on 20 March 2026).

Meanwhile, Japan adopts a hybrid approach under the Act on the Protection of Personal Information (APPI). In APPI, Japanese lawmakers distinguish between two types of data protected by this law: personal information and sensitive personal information. Consumer information must be collected legally, and any fraudulent or deceptive practices to obtain such information are strictly prohibited. Businesses must clearly state the purpose of collecting personal information before doing so. For sensitive personal information (information related to race, ethnicity, social status, medical records, criminal record, etc.), consumer consent is required before collection. Furthermore, APPI stipulates that collected personal information may be used only for the purposes previously announced. If a business/organization wishes to change the purpose of use, they must obtain the consent of the individual consumer – the owner of that information.²⁴ At the same time, organizations must have the necessary security measures in place to protect consumer information from hackers and prevent data leaks.

The laws on data privacy, such as GDPR and CCPA, offer very strict guidelines on the way of dealing with data, thus forcing companies to place security and transparency among the top priorities.^{25,26} Noncompliance with these regulations will result in severe financial penalties, damage to reputation, and loss of customer trust.²⁷ These comparative approaches indicate that personal data protection is no longer merely a matter of cybersecurity or technical compliance but has become a central dimension of consumer rights in digital commerce. Effective consumer protection in e-commerce increasingly requires integrated governance mechanisms capable of addressing the full lifecycle of data processing, including data collection, storage, transfer, commercialization, and deletion.

3.3. Rights of withdrawal and return

The right of withdrawal and return has emerged as a crucial mechanism for addressing information asymmetry and protecting consumer autonomy in distance transactions. Unlike traditional face-to-face commerce, consumers engaging in e-commerce often cannot physically inspect products before purchase, thereby increasing the risk of dissatisfaction, misleading representations, and impulsive purchasing decisions.

Within the EU, the right of withdrawal is highly institutionalized and strongly consumer-oriented. The European Parliament and Council Directive 2011/83/EU on Consumer Rights replaced the European Parliament and Council Directive 97/7/EC of 20 May 1997 on the protection of consumers in respect of distance contracts, aiming to promote consumer protection in retail transactions, particularly in e-commerce. According to this Directive, consumers participating in online sales have

²⁴ JAPAN. Act on the Protection of Personal Information (Act No. 57 of 2003, as amended), 2003. Available at: <https://www.japaneselawtranslation.go.jp/en/laws/view/4241/en> (accessed on 20 March 2026).

²⁵ FAKEYEDE, O. G., OKELEKE, P. A., HASSAN, A. O., IWUANYANWU, U., ADARAMODU, O. R. and OYEWOLE, O. O. Navigating data privacy through IT audits: GDPR, CCPA, and beyond. *International Journal of Research in Engineering and Science*, 2023, vol. 11, no. 11, pp. 184–192. Available at: https://www.researchgate.net/profile/Olajumoke-Oyewole/publication/384398894_Navigating_Data_Privacy_Through_IT_Audits_GDPR_CCPA_and_Beyond/links/66f6f344f599e0392fa903fc/Navigating-Data-Privacy-Through-IT-Audits-GDPR-CCPA-and-Beyond.pdf (accessed on 20 March 2026).

²⁶ PAZHOHAN, H. Global data protection standards: a comparative analysis of GDPR and other international privacy laws. *Legal Studies in Digital Age*, 2023, vol. 2, no. 3, pp. 1–12. Available at: <https://jlsda.com/index.php/lsda/article/view/17> (accessed on 20 March 2026).

²⁷ NAYAK, R., GHUGAR, U., GUPTA, P., DASH, S. and GUPTA, N. Data Privacy and Compliance in Information Security. In: *Securing Digital Frontiers: Threats, Advanced Technologies, Security and Forensics*. 2025, vol. 2, pp. 17–33. <https://doi.org/10.1002/9781394268917.ch2>

the right to cancel a signed contract within 14 working days without giving a reason. The withdrawal period can be extended to 12 months if the seller is unable to provide sufficient information regarding the right to withdraw from the contract. At this point, the seller must refund the buyer the full amount paid, including the delivery fee (excluding return shipping costs if otherwise stipulated in the contract).²⁸ With these regulations, consumers can verify the quality of goods or services sold before making their final decision. If a consumer is dissatisfied with a product, they have the right to return it without paying any fees (including the product price, service fees, shipping fees, and return fees). If the seller obstructs this, the consumer has the right to file a complaint to protect their rights.

In Japan, the SCTA similarly provides consumers with rights to return goods within periods generally ranging from 8 to 14 days, depending on the type of product or service involved. Importantly, consumers do not need to provide any reason to cancel a contract during this cancellation period.²⁹ Japanese law emphasizes procedural clarity and fair commercial conduct while maintaining a relatively balanced relationship between consumer rights and business stability. The Japanese model demonstrates how return rights can function not only as remedial tools but also as mechanisms to promote responsible commercial behavior and enhance consumer confidence in digital transactions.

By contrast, the United States does not establish a unified and comprehensive statutory right of withdrawal applicable to all e-commerce transactions. Instead, the U.S. legal system approaches this issue through a combination of sector-specific federal regulations, state laws, and voluntary return policies adopted by businesses. At the federal level, the FTC enforces the "Cooling-Off Rule," which grants consumers the right to cancel certain transactions within three business days without providing any reason.³⁰ In the context of e-commerce, the United States relies more heavily on market competition, transparency obligations, and corporate return policies than on a mandatory statutory cooling-off period, as in the EU model. Major e-commerce platforms frequently adopt flexible return and refund policies to enhance consumer trust and maintain competitiveness. At the same time, the FTC requires businesses to clearly disclose shipping conditions, refund policies, and return procedures in order to prevent deceptive or misleading commercial practices.³¹ In addition, several U.S. states have enacted their own cooling-off rules for specific transactions such as direct marketing contracts, gym memberships, and timeshare agreements, reflecting the decentralized and multi-layered nature of American consumer protection law.³²

From a comparative perspective, these jurisdictions illustrate different regulatory philosophies regarding consumer withdrawal and return rights in e-commerce. The EU treats withdrawal rights as a fundamental and mandatory

²⁸ EUROPEAN UNION. Directive 2011/83/EU of the European Parliament and of the Council of 25 October 2011 on consumer rights, amending Council Directive 93/13/EEC and Directive 1999/44/EC of the European Parliament and of the Council and repealing Council Directive 85/577/EEC and Directive 97/7/EC of the European Parliament and of the Council Text with EEA relevance. 2011. Ibid.

²⁹ JAPAN. Act on Specified Commercial Transactions (Act No. 57 of 1976, as amended), 1976. Available at: <https://www.japaneselawtranslation.go.jp/en/laws/view/3340/en> (accessed on 20 March 2026).

³⁰ FEDERAL TRADE COMMISSION. Cooling-off Period for Sales Made at Home or Other Locations, 16 CFR Part 429, 2009. Available at: <https://www.ftc.gov/legal-library/browse/rules/cooling-period-sales-made-home-or-other-locations> (accessed on 20 March 2026).

³¹ FEDERAL TRADE COMMISSION. Online Shopping, 2026. Available at: <https://consumer.ftc.gov/online-shopping> (accessed on 20 March 2026).

³² CORNELL LAW SCHOOL. Cooling-off Rule, 2021. Available at: https://www.law.cornell.edu/wex/cooling-off_rule (accessed on 20 March 2026).

component of consumer protection in distance transactions; Japan emphasizes procedural fairness and transactional balance, whereas the United States prioritizes market flexibility, transparency, and competition-driven consumer protection. Despite these differences, all three systems recognize that consumers operating in digital marketplaces require legal mechanisms that enable them to reconsider purchasing decisions and reduce the risks associated with remote transactions.

3.4. Platform liability and responsibilities

The increasing dominance of digital platforms has fundamentally transformed the structure of e-commerce markets, raising important legal questions regarding intermediary liability and platform governance. Modern consumer protection regimes no longer regard e-commerce platforms as neutral technological intermediaries; instead, platforms are increasingly expected to exercise proactive responsibilities in monitoring commercial activities, preventing harmful practices, and ensuring fair digital market conditions.

The EU has recently enacted the Digital Markets Act (DMA) and the Digital Services Act (DSA). The DMA and DSA came into effect in November 2022, with the main obligations fully applied to most platforms from February 2024. These acts directly prohibit certain types of “dark patterns,” particularly for large digital platforms (gatekeepers). Specifically, Article 25(2) of the DMA stipulates that large digital platforms must design³³ their interfaces and organize their services in a way that allows users to freely and easily terminate or cancel those services.³⁴ At the same time, Section 25 of the DSA prohibits online platforms from implementing deceptive or manipulative interface designs (dark patterns) that could significantly alter user behavior³⁵. The EU framework reflects a structural governance philosophy in which platform power is understood to influence consumer behavior, market competition, and democratic values. Consequently, platform liability extends beyond traditional notice-and-takedown obligations toward broader duties of systemic risk management and digital accountability.

In the United States, the INFORM Consumers Act similarly imposes obligations on e-commerce platforms to verify the legitimacy of third-party sellers operating within online marketplaces. In addition, to support consumers in providing objective reviews of products/services, the United States has enacted the Consumer Review Fairness Act, which includes provisions to protect consumers' right to provide honest reviews of products and services offered by sellers. At the same time, the Consumer Review Fairness Act requires businesses to facilitate consumer reviews; prohibits rules that prohibit or restrict the ability to review products; and forbids the unauthorized deletion of reviews or requiring consumers to delete content from reviews if doing so would be detrimental to the company.³⁶ Although the U.S. traditionally favors a lighter-touch regulatory model, recent legislative developments demonstrate growing concerns regarding counterfeit goods, fraudulent sellers, and the misuse of digital platforms. Compared with the EU's

³³ EUROPEAN COMMISSION. Digital Services Act, Brussels, 2024. Available at: <https://digital-strategy.ec.europa.eu/en/policies/digital-services-act> (accessed on 20 March 2026).

³⁴ EUROPEAN UNION. Digital Markets Act (DMA), Brussels, 2022, Art. 25(2). Available at: <https://digital-markets-act.ec.europa.eu/> (accessed on 20 March 2026).

³⁵ EUROPEAN UNION. Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act) (Text with EEA relevance). Available at: <https://eur-lex.europa.eu/eli/reg/2022/2065/oj> (accessed on 20 March 2026)

³⁶ UNITED STATES. Consumer Review Fairness Act: What businesses need to know. Available at: <https://www.ftc.gov/business-guidance/resources/consumer-review-fairness-act-what-businesses-need-know> (accessed on 20 March 2026).

comprehensive governance approach, the U.S. model remains more focused on targeted enforcement and transactional integrity.

These developments indicate a broader global trend toward expanding the legal responsibilities of digital intermediaries. Platform governance is increasingly viewed as essential for ensuring transparency, consumer trust, and sustainable digital market development. Consumer protection laws require businesses to establish fair trading practices and display contract details clearly and maintain systems for resolving customer complaints which safeguard online consumers from deceptive practices.³⁷ Accordingly, intermediary liability frameworks are evolving from passive immunity regimes toward models emphasizing active supervision, risk prevention, and responsible platform design.

3.5. Enforcement structures and dispute resolution mechanisms

The effectiveness of consumer protection law in e-commerce depends not only on the recognition of substantive consumer rights but also on the existence of effective enforcement mechanisms and accessible dispute-resolution mechanisms.

In the EU, consumer protection enforcement has gradually evolved toward a harmonized and institutionally integrated model. EU consumer law emphasizes strong administrative cooperation among member states, stricter sanctions against large-scale and cross-border violations, and enhanced accountability of digital platforms. The EU has also established a centralized ODR platform that enables consumers and traders to electronically submit complaints and connect with certified alternative dispute resolution bodies across different jurisdictions. This model reflects the EU's broader regulatory philosophy within the Digital Single Market, which combines substantive consumer rights with coordinated cross-border enforcement and digital governance mechanisms. In addition, recent legislative instruments such as the DSA and the DMA further strengthen platform accountability and reinforce the role of digital enforcement in protecting consumers in online environments.

In the United States, the enforcement structure follows a more decentralized and market-oriented approach. The FTC plays a central role in supervising deceptive advertising, combating unfair commercial practices, and enforcing consumer protection regulations in digital markets. The U.S. model is characterized by strong investigative authority, flexible administrative enforcement, and significant reliance on litigation and market competition. Consumer participation is also reinforced by the Consumer Review Fairness Act, which protects consumers' right to provide honest online reviews without contractual restrictions imposed by businesses. In the field of dispute resolution, the United States relies heavily on private ODR mechanisms developed by e-commerce platforms, arbitration providers, and technology companies rather than a centralized state-operated system. Major online marketplaces frequently integrate automated complaint-handling systems, mediation procedures, and refund mechanisms directly into their operations.

Meanwhile, Japan adopts a comparatively balanced model combining administrative guidance, mediation, and consumer consultation mechanisms. Japanese consumer protection law establishes legal channels allowing consumers to file complaints and seek compensation where products are defective or inaccurately described. In addition, Japan is increasingly encouraging the use of digital dispute-resolution mechanisms and consumer consultation centers to efficiently resolve e-commerce disputes while maintaining transactional stability and social trust. Compared with the EU's centralized institutional model and the United States'

³⁷ WEN, J. and XIN, L. Legal challenges in e-commerce and the influence of data protection and consumer protection laws on online businesses. *Journal of Big Data*, 2026, vol. 13, art. 82. <https://doi.org/10.1186/s40537-026-01415-7>

market-driven approach, Japan emphasizes cooperative compliance, procedural fairness, and dispute prevention through clear commercial obligations and administrative coordination.

From a comparative perspective, these jurisdictions illustrate different regulatory philosophies regarding enforcement structures and dispute resolution in e-commerce. The EU prioritizes harmonized cross-border enforcement and integrated ODR infrastructure; the United States emphasizes private ordering, platform-driven dispute settlement, and regulatory flexibility; while Japan focuses on mediation, administrative guidance, and social trust. Despite these differences, all three systems recognize that effective enforcement and accessible dispute resolution mechanisms are essential for maintaining consumer confidence, reducing transaction costs, and ensuring sustainable development in the digital economy. These comparative experiences also suggest that developing countries such as Vietnam may need to gradually move beyond traditional litigation-based approaches and establish integrated digital enforcement and ODR frameworks to address the increasing complexity of cross-border e-commerce disputes.

4. Lessons learned for Vietnam

Vietnam is one of the fastest-growing and most dynamic internet markets in Southeast Asia, with a digital economy projected to reach US\$36 billion in 2024 and between US\$90 and US\$200 billion by 2030³⁸. Of this, the e-commerce market accounts for two-thirds of the country's digital economy, reaching US\$25 billion in 2024, a 20% increase over 2023, and representing 9% of total retail sales of goods and services³⁹. With this promising growth rate, Vietnam is expected to soon be among the top 10 countries with the fastest e-commerce growth worldwide.⁴⁰

However, this rapid development has also simultaneously revealed complex barriers and challenges to the enforcement of consumers' right to choose. Data from the National Competition Commission show that, in the first nine months of 2025, consumer complaints related to e-commerce ranked first among all sectors, accounting for 21.7% of the total number of complaints received by the National Competition Commission⁴¹. The main issues raised in these complaints concerned misleading information, inaccurate or incomplete product descriptions, and manipulative interface techniques (dark patterns) that make it difficult for users to cancel services, and these issues remained prevalent among the total number of complaints received.

Regarding the legal framework, the 2023 Law on Consumer Rights Protection and Government Decree No. 55/2024/ND-CP dated May 16, 2024, detailing certain provisions of the Law on Consumer Rights Protection, have made efforts to supplement regulations on prohibited acts and the responsibilities of businesses and individuals towards consumers in specific transactions, including online transactions, and the responsibilities of large digital platforms, in order to regulate acts that

³⁸ GOOGLE; TEMASEK; BAIN & COMPANY. e-Conomy SEA 2024 Report: Sailing the Waves of Uncertainty, 2024. Available at: <https://www.bain.com/insights/e-conomy-sea-2024/> (accessed on 20 March 2026).

³⁹ VCCI. "E-commerce surpasses US\$25 billion", 2025. Available at: <https://vcci.com.vn/news/thuong-mai-dien-tu-vuot-moc-25-ty-usd> (accessed on 20 March 2026).

⁴⁰ MINISTRY OF INDUSTRY AND TRADE. "E-commerce accounts for two-thirds of the value of Vietnam's digital economy", 2025. Available at: <https://moit.gov.vn/tin-tuc/hoat-dong/hoat-dong-cua-cac-don-vi/cuc-thuong-mai-dien-tu-va-kinh-te-so-to-chuc-hoi-nghi-tong-ket-cong-tac-nam-2024-va-trien-khai-nhiem-vu-nam-2025.html> (accessed on 20 March 2026).

⁴¹ HA, L. "E-commerce is the most consumed product by consumers". Available at: <https://anninhthudo.vn/thuong-mai-dien-tu-bi-nguoi-tieu-dung-phan-nan-nhieu-nhat-post624807.antd> (accessed on 20 March 2026).

restrict consumers' right to choose when participating in online transactions. In addition, newly enacted laws such as the Law on Electronic Transactions, the 2025 Law on E-commerce, the Law on Personal Data Protection, and their implementing guidelines contribute to the formation of a multi-layered, relatively comprehensive legal structure to regulate relationships arising in the digital environment. On the positive side, this legal framework has made significant progress towards international best practices. Firstly, the scope of consumer protection has been significantly expanded to the digital environment, encompassing not only traditional transactions but also online platforms and digital services. Simultaneously, the law has shifted from a "transaction management" approach to an "ecosystem management" approach, as evidenced by the addition of responsibilities for e-commerce platforms, greater transparency in information, and greater control over standard contracts. Furthermore, the integration with personal data laws helps address one of the core risks of e-commerce: privacy violations and the illegal exploitation of data. Overall, the legal system has gradually formed a relatively comprehensive regulatory framework capable of covering the fundamental elements of consumer transactions in the digital environment.

However, despite these successes, the legal framework still reveals many structural limitations. Firstly, the legal system is fragmented and lacks uniformity, as regulations are scattered across numerous different documents, leading to difficulties in practical application and enforcement. The overlap between areas such as commercial, civil, information technology, and data protection also increases compliance costs and legal risks for both businesses and consumers. Compared with developed countries such as the US, EU, Japan, and China, Vietnam's legal system for protecting consumer rights in e-commerce still has many shortcomings that require addressing. These deficiencies not only undermine consumer trust but also reduce the competitiveness of Vietnamese businesses in international markets.

Through studying the experiences of organizations and developed countries around the world in protecting consumer rights in e-commerce, some lessons that can be drawn for Vietnam in this field are:

First, developing and perfecting an "Integrated Law" model to unify the legal framework.

Vietnam urgently needs to address the fragmentation of the current legal framework by gradually developing an "Integrated Law" model for consumer protection in the digital economy. However, given that the existing legal system remains characterized by sector-based governance and fragmented regulatory authority across state agencies, a more feasible short-term solution would be to adopt an inter-agency guiding instrument, such as a "Principles on Digital Consumer Governance." Such a framework could serve as a connective mechanism among the Law on Protection of Consumers' Rights 2023, the Law on Electronic Transactions 2023, e-commerce regulations, and the Law on Personal Data Protection 2025, thereby establishing unified standards on data transparency, platform accountability, ODR, algorithmic governance, and consumer data protection.

Unlike the traditional regulatory approach, which addresses each legal domain separately, this model would enable the establishment of a comprehensive consumer protection mechanism across the lifecycle of digital transactions — from data collection, online advertising, and electronic contract formation to payment, delivery, dispute resolution, and post-transaction supervision. This is particularly important in the context of contemporary e-commerce platforms, which simultaneously function as transaction intermediaries, data controllers, advertising actors, and even behavioral regulators through algorithmic recommendation systems. From an institutional perspective, this framework could initially be designed as a form of soft-law governance instrument, such as inter-agency

guidelines, codes of conduct, or principles on digital consumer governance. Unlike hard law, soft law lacks a legally binding force and primarily operates through recommendations, policy orientations, and voluntary compliance mechanisms⁴². Notably, policymakers in the United States have increasingly relied on soft-law governance mechanisms to address emerging legal issues associated with new technologies, particularly in areas such as artificial intelligence, digital data, and online platforms⁴³. Similar approaches have been employed by the OECD through its recommendations on consumer protection in e-commerce, while the EU has also relied on various codes of practice and implementation guidelines to support compliance with binding legal frameworks such as the DSA and the GDPR. In the Vietnamese context, such a soft-law mechanism could serve as a transitional governance tool to enhance regulatory coordination among consumer protection law, e-commerce law, and personal data protection law before the eventual establishment of a comprehensive integrated legal framework for digital consumer governance.

Second, building a tiered legal liability framework based on the risk profile of digital platforms.

Based on the EU's GDPR experience, Vietnamese law should specifically stipulate the responsibilities of businesses and digital platforms at every stage, from collection, storage, and transfer to commercial exploitation and data deletion. In particular, strict standards must be internalized, including mandatory official notification, obtaining explicit consumer consent before processing personal information, and specific timeframes for responding to customer data access requests. In addition, Vietnam needs to make a strategic shift in regulatory philosophy: from "transaction management" to "ecosystem governance". This means the legal framework should not only focus on buying and selling behaviors but also regulate technical elements that can manipulate user psychology. Specifically, prohibitions against "dark patterns"—deceptive interface designs that restrict the right to choose—must be added, along with controls over algorithms that display untruthful information or unfairly prioritize the platform's own goods. Building a transparent digital ecosystem in this direction will lay the foundation for sustainable development and enhance consumer trust in the digital economy.

It is necessary to strengthen the legal liability of digital platforms through a risk-based approach, similar to the EU model in the DSA. Accordingly, platforms, especially large ones, must fulfill mandatory due diligence obligations, including controlling the flow of illegal goods, ensuring algorithmic transparency, and establishing effective complaint mechanisms. Vietnam could adopt a tiered responsibility model, in which legal obligations increase progressively with the size and impact of the platform, rather than applying a uniform mechanism as currently in place.

It is to review and propose amendments and additions to the Law on Consumer Protection and its implementing guidelines, specifically to clarify prohibitions against actions that restrict consumers' right to choose, particularly manipulation of interfaces to mislead consumers; manipulation of algorithms and data exploitation to discriminate on price between different consumers; and manipulation of search results, display, or ranking fraud. Simultaneously, the Competition Law also needs to be reviewed and studied to add specific regulations to determine the dominant position and abusive behavior of multifaceted digital platforms, including qualitative

⁴² NGUYEN, H. N. Application of Soft Law in Vietnam: Opportunities and Challenges. US Law Center, 2024, pp.1. Available at: <https://www.uef.edu.vn/ttp/hk/nghien-cuu-trao-doi/ap-dung-luat-mem-tai-viet-nam-co-hoi-va-thach-thuc-24344> (accessed on 20 March 2026).

⁴³ THIERER, A. D. Soft Law in U.S. ICT Sectors: Four Case Studies. 2020, p. 79. Available at: <https://lsi.asulaw.org/softlaw/wp-content/uploads/sites/7/2021/04/79-119-thierer-special-issue-article.pdf> (accessed on 20 March 2026).

criteria regarding data control capabilities and impact on market access. Furthermore, consideration should be given to expanding the scope of regulation to include algorithmic manipulation that appears to restrict competition.

In addition, consideration could be given to implementing pre-ante regulations for key digital platforms. Specifically, for certain platforms with systemic influence (e.g., e-commerce platforms, large social media platforms), special preventative obligations could be considered, such as requirements for transparency in ranking algorithms, requirements for interoperability between platforms to reduce switching costs, and prohibitions against unfair prioritization of the platform's own products and services.

Third, developing and operating a Comprehensive ODR System.

Vietnam needs to urgently establish an effective and accessible ODR mechanism to adapt to the specific nature of e-commerce. Lessons from developed markets such as the United States, the EU, and Japan show that relying on traditional litigation methods is often costly and time-consuming, making it unsuitable for high-volume, low-value digital transactions. A synchronized ODR system will significantly minimize processing costs and time while enhancing consumer protection in cross-border transactions, where geographical and legal barriers often discourage buyers from asserting their rights. The implementation model in Vietnam should combine state management infrastructure and e-commerce platform integration. Specifically, a centralized national ODR portal (similar to the EU model) should be built to directly connect consumers, sellers, and licensed mediation or arbitration organizations. In parallel, it is necessary to mandate that large trading floors integrate automated complaint-handling tools, online mediation mechanisms, and rapid refund processes directly into their platforms, as major US platforms do. This ensures that the majority of routine disputes are resolved at the "point of origin," with only complex cases requiring state intervention.

In addition to technical infrastructure, Vietnam needs to perfect the legal framework for electronic evidence to support the effective operation of the ODR system. Currently, the lack of clear procedures for collecting and verifying electronic evidence is a significant gap in digital dispute resolution. Therefore, specific regulations should be added to allow the results from ODR systems to serve as a legal basis for enforcement. Simultaneously, the capacity of the National Competition Commission must be strengthened by investing in big-data analysis technology to monitor and address systemic violations on platforms. Implementing these synchronized measures will build strong trust and promote sustainable development for Vietnam's digital economy.

Fourth, perfecting and effectively implementing the management mechanism for cross-border E-commerce.

A review shows that Article 27 of the 2025 Law on E-commerce has established a solid legal foundation for cross-border activities. Specifically, the Law clearly classifies legal presence requirements: direct-selling platforms or intermediaries without an ordering function must designate an authorized representative or legal entity, while trading floors and social networks with online ordering functions must establish a legal entity in Vietnam. A crucial new point is that the Law also prepares for cases in which international treaties prohibit the requirement to establish a legal entity; in such instances, businesses must make a bank deposit to ensure compensation for consumers. Therefore, the recommendation should focus on specifying "transaction thresholds" to ensure these regulations are applied fairly and do not miss platforms with significant market influence. Regarding the data-sharing mechanism, the Law clearly stipulates in Article 38 the responsibility of platform operators to provide and update information for the E-commerce Database. Additionally, Article 15 requires platforms to submit periodic online reports through the E-commerce Management System. The recommendation should now shift

toward promoting interconnection and the "real-time" nature of data between foreign platforms and the Ministry of Industry and Trade's management system to enable early identification of cross-border fraudulent acts. This provides agencies such as the National Competition Commission with sufficient grounds to impose strong sanctions, such as blocking access or removing infringing content, as prescribed in Article 39. Finally, the implementation focus must be placed on modernizing algorithmic monitoring capabilities and authenticating foreign sellers' identities. The Law stipulates that intermediary platforms must authenticate the identity of foreign sellers through legal documents before permitting trade. The recommendation should include developing international coordination procedures for verifying these documents to prevent the use of forged information. Closely combining regulations on legal representation, financial deposits, and online data supervision will create a multi-layered protection barrier, ensuring that the rights of Vietnamese consumers are not violated by extra-territorial entities.

Fifth, enhancing law enforcement capacity and effectiveness through technology and inter-agency coordination.

Vietnam must recognize that the effectiveness of consumer protection in the digital environment depends closely on the enforcement agencies' capacity. The focus should be on strengthening the National Competition Commission (NCC) through significant investment in modern technical equipment and in-depth training for staff on digital technology, big data analysis, and algorithmic mechanisms. This provides regulatory authorities with the necessary tools to effectively monitor and handle sophisticated violations in cyberspace.

Furthermore, it is necessary to establish a close coordination mechanism between the focal unit responsible for state management of consumer protection and the unit responsible for investigating and handling competition cases within the National Competition Commission. This mechanism includes developing and applying specific coordination regulations for receiving and processing complaints, denunciations, feedback, and suggestions, as well as sharing information and data and coordinating investigations of complex cases. This integration will help optimize resources and avoid overlaps or omissions in management. Finally, enforcement activities must be supported by interconnecting national and specialized databases with the E-commerce Database. Effectively utilizing the E-commerce Management System to monitor and issue risk warnings will allow authorities to apply sanctions, such as blocking platform access or removing infringing content. These measures not only protect users but also provide the necessary deterrence to maintain a transparent and sustainable digital market.

5. Conclusion

Protecting consumer rights in e-commerce is not only an urgent requirement to safeguard legitimate individual interests but also a key factor in building a transparent, trustworthy, and sustainable online business environment. In the context of Vietnam's rapidly growing digital economy, challenges such as counterfeit goods, personal data breaches, and manipulative "dark patterns" underscore the pressing need to refine the legal framework. While Vietnam has made significant strides with the 2023 Law on Consumer Rights Protection, the current legal system remains fragmented, lacks uniformity, and has yet to keep pace with the rapid evolution of technology. By analyzing the experiences of developed regions such as the United States, the EU, and Japan, Vietnam should focus on several core solutions: integrating and synchronizing laws across consumer protection, e-commerce, and data privacy; strengthening the legal liability of digital platforms through a risk-based approach; developing effective ODR mechanisms to reduce costs and time for consumers; and enhancing the enforcement capacity of the National Competition Commission through advanced

technology and specialized training. Implementing these synchronized measures will not only protect consumers from inherent risks but also bolster the competitiveness of Vietnamese businesses and promote deep, sustainable international integration.

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