

Online Friday 2017 - Be wary of virtual promotions

In order not to be trapped when buying goods online, virtual discount goods at the end of the year, consumers need to know carefully about the store to trade, be alert to incomplete websites, compare prices with other websites. to detect fraudulent promotions ...

At the end of the year is the occasion where the shopping demand of people increases suddenly, catching the weak market of consumers, businessmen simultaneously open big promotions, hitting the weak market of people. consumption.

According to the Bureau of Competition and Consumer Rights Protection, Ministry of Industry and Trade, in recent years, Vietnamese enterprises have responded to events like Black Friday, online Friday . This is one of the events shopping, big discounts in the year.

The origin of the Online Friday



Originating in the United States and some countries around the world, the annual Black Friday event usually takes place on the first Friday after Thanksgiving. On this occasion, consumers will have the opportunity to buy products at very attractive prices, with discounts up to 80% for items.

In recent years, Vietnam is gradually shifting, catching up with the worldwide trend, so that the field of e-commerce (e-commerce) is growing strongly, there are initial steps to attract the attention of consumers. Plus the strong development of the Internet, Online Friday 2016 held on Friday, 4 December 2016 promises to bring consumers the most interesting experiences along with items with the best prices.

However, according to the Department of Competition and Consumer Rights Protection, the fact shows that during and after the last Black Friday, legitimate rights and interests of consumers were violated when many people had to buy goods. services with high prices, poor quality, tricked into buying by information that is seductive, deceptive, and warranty that is not as committed .

In front of this situation as well as preparing to enter the shopping season, big discount promotion in the next year is online Friday, in order to limit the infringement of interests, consumers should pay attention to the following issues:

1. Reflect immediately with the Ministry if there are bad products, virtual products



Friday Online Shopping Festival is a place for companies and businesses to post their products close to consumers. However, based on this opportunity, many reputable businesses have brought in poor quality products or virtual promotions that confuse consumers. So, when shopping online you should note, if there are bad products, or virtual you should reflect immediately with the organizers to ask them to remove the product immediately from the Online Friday website, so that also shown on the web to avoid the following people being fooled like you.

2. Use price comparison websites



To ensure the purchase of goods at the right price according to the criteria of Online Friday, consumers should check out the websites to compare prices, check the prices of similar items at other stores for evaluation. Exactly the price, avoid the price being padded, then reduce the price. When capturing the price of each address as well as knowing where to sell the cheapest and then choose to purchase.

3. Should develop smart consumption habits



For any consumer, it is necessary to build a smart consumer habit, focusing on essential goods and services, limiting purchases just because the item is 'discounted'. This will help consumers avoid buying too many unnecessary goods, making the shopping experience negative.

4. Be wary of inadequate websites



In case of buying goods online, be wary of websites with incomplete information or fake information (unconnected phone numbers, no addresses or addresses that do not exist .) or have feedbacks. lack of positive feedback from previous buyers.

In addition to ensuring their rights, consumers must consult carefully the terms before purchase, to avoid purchasing in some websites that regulate discounted goods on the occasion such as Online Friday cannot be exchanged. , pay, even if the error does not belong to consumers.

See more:

1. 15 cases of "bad cry laughing" when buying goods online

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