



Commission to set guidelines for digital platforms, prices

In the modern society, the realm of sales and purchases has predominantly shifted to online platforms. However, a growing noise of consumers has raised concerns about perceived exploitative practices employed by both vendors and platforms. These concerns can be summarized as follows:

Restricted Delivery Options: In the past, consumers enjoyed the freedom to select a delivery service that aligned with their preferences—delivery fees, delivery period, and quality. Regrettably, this autonomy has been supplanted by a standardized delivery service dictated by the platform, erasing the diversity of choices once available.

Vendor Recommendations: Consumers anticipate a random array of vendor suggestions when searching for products. Contrary to this ideal, the reality often reveals that the recommended vendors are those who have either paid for such positioning or hold special agreement with the platform. This not only creates an uneven playing field but also erects trade barriers for vendors who are averse to shouldering additional burdens.

Unjust Pricing Practices and Profiteering: While vendors traditionally had the prerogative to set their sale prices, a disturbing trend has emerged where consumers are coerced into adhering to fixed sale prices, sometimes coupled with punitive conditions for non-compliance. This situation not

only curtails consumer agency but can also lead to adverse outcomes.

The cumulative impact of these issues points towards an atmosphere of unfair competition. In response, the Trade Competition Commission is diligently formulating comprehensive guidelines for digital platform businesses and proposing standardized pricing frameworks. These endeavors are currently in the crucial phase of soliciting input and feedback from pertinent stakeholders.