

## RESOLVING DISPUTES BETWEEN CONSUMERS AND BUSINESSES

### 調停消費者與營商者之間的糾紛

Despite not being a law enforcement agency holding investigative powers, the Council provides highly accessible consumer complaints services and supports consumers' right to seek redress when disputes arise by means of conciliation, with a view to assisting both consumers and traders to reach a settlement. Information obtained from consumer complaints not only helps the Council to monitor the marketplace and issue timely alerts to the public, but also facilitates the Council's close liaison and exchange of information with different authorities to combat unscrupulous trade practices.

儘管消委會並非執法機構，不具有調查權力，但本會一直致力為消費者提供便捷的投訴處理服務，以調停方式協助消費者在遇到消費糾紛時與營商者尋求解決辦法，並鼓勵雙方達成和解方案。由消費投訴個案所獲取的資料，不但有利於本會監察市場動向及適時向公眾發出消費警示，亦有助本會與各有關部門緊密聯繫及交流資訊，以打擊不良營商手法。

### Complaints and Enquiries Received

In 2022-23, the Council received 60,823 enquiries and 31,996 complaints, representing year-on-year (YoY) changes of -7% and +10% respectively. 88% of the enquiries were received by phone, whereas digital channels, including e-form and email, continued to be the most popular avenues for lodging complaints, accounting for 79% of the total number.

#### 投訴及諮詢

年內，本會共接獲 60,823 宗消費諮詢及 31,996 宗消費投訴，比去年度分別下跌 7% 及上升 10%。消費諮詢當中，88% 經由電話熱線接獲；而消費投訴方面，則以電子渠道（包括電子表格及電郵）最為常用，佔總投訴個案近 8 成（79%）。

48% Goods 產品



31,996

Complaint Cases  
投訴

52% Services 服務

## Overview and Trends

As the COVID-19 situation fluctuated during the reporting year and eventually eased towards early 2023, changes in consumption behaviour were reflected through complaint trends. For example, complaints related to internet shopping surged significantly (+68%), "Food & Entertainment Services" rose by 29%, while electrical appliances saw a record-high number of complaints (3,009 cases), largely due to consumers spending more time at home in 2022, driving up the demand for online shopping, food delivery and use of home appliances. As borders reopened in early 2023, complaints relating to "Travel Matters" recorded a steep rebound of 158% YoY, making it the top complaint category in 2022-23.

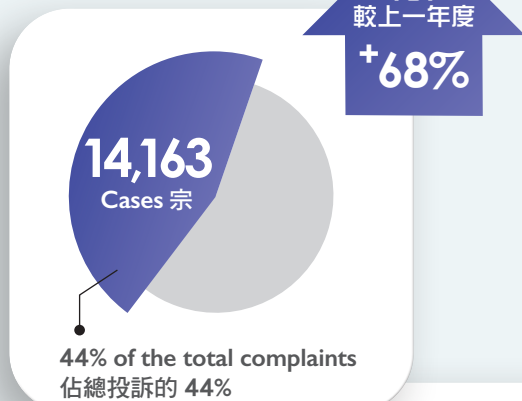
Over the past 3 years, the disruption to traders' business brought about by the pandemic and increasing complexity of online consumer disputes increased the difficulties of conciliation. The Council was able to achieve a 64% resolution rate for cases with pursuable grounds in 2022-23. In general, if traders refused to settle the case through conciliation, the complainants would be advised to seek redress via alternative channels, including civil legal action.

## 概覽及趨勢

年內新冠疫情反覆，及至 2023 年初有所緩和，投訴趨勢亦反映大眾消費模式上的改變。例如，涉及網上購物的投訴個案急增 68%，有關「食肆及娛樂」的投訴個案則上升了 29%，「電器用品」的投訴個案更突破新高，共錄得 3,009 宗。這些投訴趨勢，主要是由於 2022 年消費者居家抗疫時間增加，帶動了消費者對網購、外賣送餐服務及家電的需求。因應 2023 年初本港恢復通關，與旅遊事務有關的投訴急劇反彈，較去年同期增長了 158%，躋身 2022-23 年度投訴類別的首位。

過去 3 年，商戶遭疫情重挫，加上網上購物糾紛日趨複雜，令本會調停工作難度大大提高。儘管如此，在 2022-23 年度，本會可跟進個案的總調停成功率仍達到 64%。一般而言，如商戶拒絕透過調停解決個案，本會會建議投訴人考慮以其他方式解決糾紛，包括民事訴訟等。

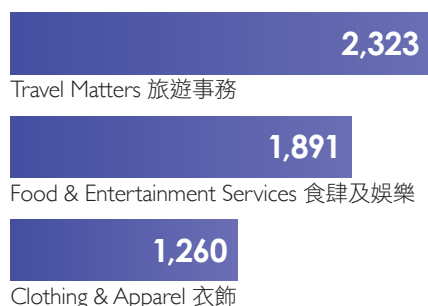
### Online Shopping Complaints 網上購物相關投訴



### Steep Upsurge in Online Shopping Complaints

In recent years, one of the most prominent changes in consumer behaviours is probably their receptiveness to online shopping, resulting in a sharp rise in related complaints across a wide range of consumer goods and services. Internet shopping complaints (14,163 cases) accounted for 44% of the total complaints in 2022-23, a notable 68% YoY surge. The top 3 categories were "Travel Matters" (2,323 cases), "Food & Entertainment Services" (1,891 cases) and "Clothing & Apparel" (1,260 cases). Consumers are reminded to stay vigilant and rational when shopping online, to make it a habit to always read data privacy policies, terms and conditions, select reputable online shopping platforms while avoiding impulse purchases, and to be mindful of the impact to the environment.

#### Top 3 categories (cases) 首 3 個類別 (宗)



### 網購投訴急劇飆升

近年消費行為上最顯著的改變，莫過於已習慣從網上購物，然而網購的盛行，同時亦導致各類消費產品及服務相關的投訴急劇上升。2022-23 年度網購投訴（14,163 宗）佔總投訴數字 44%，較去年大幅上升近 7 成（68%），而首三位投訴類別為「旅遊事務」（2,323 宗）、「食肆及娛樂」（1,891 宗）及「衣飾」（1,260 宗）。本會提醒消費者，在網購時需保持警惕及理性，養成仔細閱讀私隱政策及條款細則的良好習慣，並慎選信譽良好的網購平台，避免衝動消費，亦要留意網購對環境造成的影響。

## Continuous Development

### Enhancement of Communication Channels

The Council is dedicated to expanding and enhancing its services through strengthening its communication channels. Further to the launch of the Council's WeChat official account on 1 June 2022 (see chapter *Disseminating Consumer Information* for more), new functions have been added in 2023 that allow complainants to check the progress of their complaint cases and submit supplementary documents remotely, providing greater convenience for consumers.

### Development of an Online Dispute Resolution Platform

The rapid technological advancement in recent years, while in part giving rise to higher complaint volumes in online shopping, at the same time provides more reliable digital technology and electronic means for resolving disputes. To meet the growing demand and raised expectations of the public for more efficient and effective complaint handling, the Council is developing an online dispute resolution platform to handle consumer complaints in a cost-effective and time-efficient way.

## 持續發展

### 強化溝通渠道

本會致力加強各溝通渠道，藉以擴展及提升服務。繼 2022 年 6 月 1 日開通消委會官方微信公眾號後（詳情可參閱「[傳播消費資訊](#)」一節），本會亦於 2023 年增設新功能，讓消費者可透過微信遙距查詢投訴個案進度，以及遞交個案補充資料，為消費者提供更多便利。

### 開發網上爭議解決平台

近年科技急速發展，一方面引發網上購物的投訴個案增加，另一方面亦提供了更可靠的數碼技術及電子方式協助處理個案。為迎合公眾殷切期望有更高效率及成效的投訴處理流程，並應付日益增加的需求，本會正開發一個網上爭議解決平台，以更具成本及時間效益的方式處理消費者投訴。

Fig.1 Complaint Trends in the Past 3 Years

圖 1 過去 3 年接獲的投訴數字

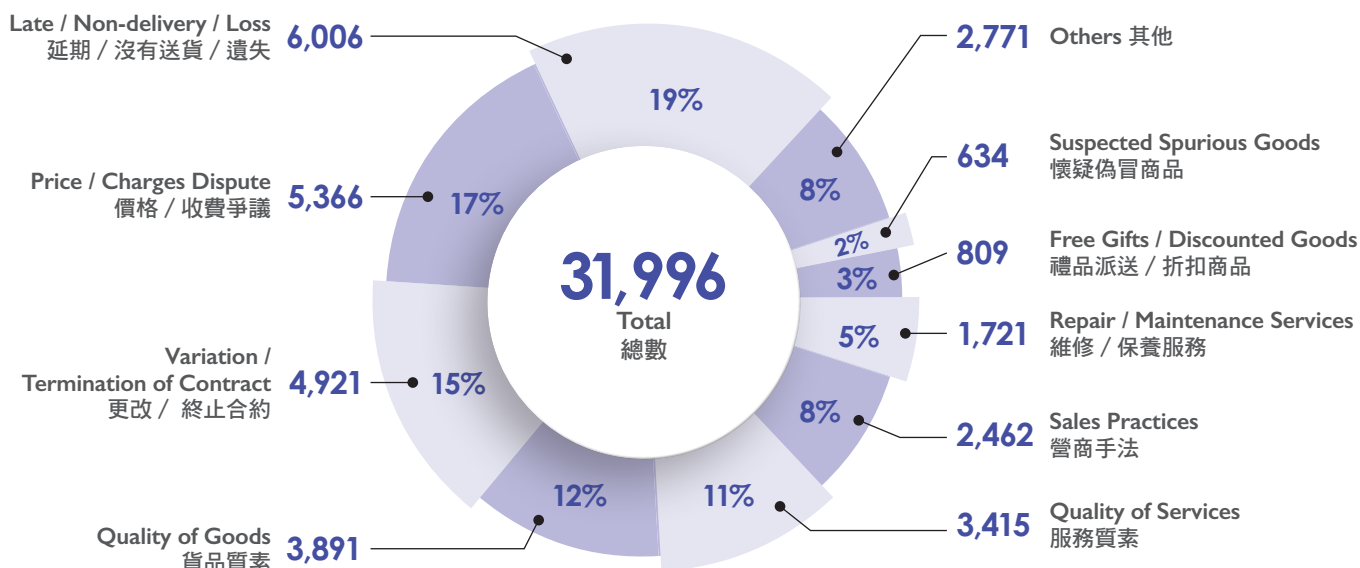
Year 年份	2020-21	2021-22	2022-23
Total number of complaints 投訴個案總數	28,590	29,207	31,996
YoY changes 按年變動	—	+2%	+10%

Fig.2 Top 10 Consumer Complaints on Industries in 2022-23

圖 2 2022-23 年度首 10 位涉及消費投訴的行業

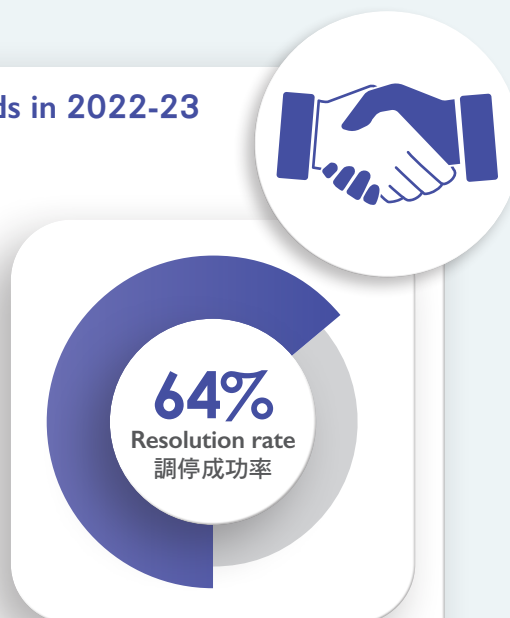
	2022-23	2021-22	% change
Travel Matters 旅遊事務	3,341	1,279	+158%
Food & Entertainment Services 食肆及娛樂	3,218	2,498	+29%
Electrical Appliances 電器用品	3,009	2,735	+10%
Telecommunication Services 電訊服務	2,340	2,226	+5%
Clothing & Apparel 衣飾	1,745	1,234	+41%
Beauty Services 美容服務	1,295	2,142	-40%
Foods & Drinks 食品及飲品	1,217	1,192	+2%
Computer Products 電腦產品	1,186	1,034	+15%
Personal Care Products 個人護理產品	1,182	831	+42%
Bank & Financial Services 金融服務	957	798	+20%

**Fig.3 Nature of Consumer Complaints in 2022-23**  
**圖 3 2022-23 年度之投訴性質**



**Fig.4 Resolution Rate of Cases with Pursuable Grounds in 2022-23**  
**圖 4 2022-23 年度調停成功率**

Total number of cases received 投訴總數	31,996
Number of cases with pursuable grounds <sup>3</sup> 可跟進的投訴個案 <sup>3</sup>	22,108
Number of cases in progress 仍在跟進中的個案	6,218
Number of cases resolved 獲得解決的個案	10,205



3. Anonymous complaints, cases with insufficient information, and complaints outside the Council's terms of reference are in general non-pursuable.  
 匿名投訴、個案資料不足及在本會工作範圍以外的投訴，在一般情況下未能跟進的案件。

## Top 5 Complaint Categories

### 1. Travel Matters

The year under review saw the resumption of cross-boundary and international travel since the pandemic first upended global travel. Complaints related to “Travel Matters” spiked by 158% to 3,341 cases and jumped to first place in 2022-23 with 70% being online shopping complaints. Among this, over 80% were related to air tickets (45%) and hotel booking services (38%). Complaints in this category were mostly about the variation / termination of contract (39%) and price disputes (34%).

### 2. Food & Entertainment Services

Online food delivery demands have been consistently on the rise in recent years, resulting in a 29% YoY surge in complaints for the “Food & Entertainment Services” category from 2,498 cases to 3,218 cases, ranking second in the year under review. The most common complaints involved online food delivery services (34%), and restaurants (29%), whereas the complaint nature was mainly related to late / non-delivery of services (28%) and price disputes (21%).

### 3. Electrical Appliances

Complaints about “Electrical Appliances”, despite descending from the top spot in 2021-22 to third place in 2022-23, the volume (3,009 cases) still saw a 10% YoY increase and was in fact a record-high figure, likely due to consumers spending more time at home during the pandemic and appliances being used and worn out more. The top 3 most complained-about appliances were the same as last year, namely air conditioners (14%), television sets (11%) and washing machines (10%). Repair and maintenance (29%) and quality of goods (27%) were the main areas of concern.

### 4. Telecommunication Services

Consumer complaints involving “Telecommunication Services” recorded 2,340 cases, representing a YoY increase of 5%. Over 70% of the complaints stemmed from mobile phone services (42%) and internet services (31%). Concerns about price disputes (33%) and variation / termination of contract (27%) together accounted for more than half of the complaints.

### 5. Clothing & Apparel

There were 1,745 cases relating to “Clothing & Apparel”, representing a whopping YoY increase of 41%. The largest volume of complaints was about ready-made clothing and apparel (39%), followed by handbags (27%) and shoes (17%). The nature of complaints mainly involved quality of goods (30%) and late/non-delivery/loss (21%). Among the complaints in this category, 72% were online shopping complaints.



## 首 5 位消費投訴類別

### 1. 旅遊事務

因應跨境和國際旅遊於年內逐步恢復，與「旅遊事務」相關的投訴飆升 158%，達 3,341 宗，躍升至 2022-23 年度的榜首，當中 70% 屬網購投訴；綜觀對此類別的投訴，超過 80% 個案與訂購機票（45%）和酒店預訂服務（38%）有關，而投訴性質主要涉及更改 / 終止合約（39%）及價格爭議（34%）。

### 2. 食肆及娛樂

近年網上外賣點餐的需求不斷增加，以致本年度有關「食肆及娛樂」的投訴按年增長 29%，由去年 2,498 宗上升至 3,218 宗，位列本年度第 2 位。最常見的投訴涉及網上外賣送餐服務（34%）和食肆（29%），主要問題是延誤 / 無法提供服務（28%）和價格爭議（21%）。

### 3. 電器用品

有關「電器用品」的投訴雖從 2021-22 年的首位下跌至 2022-23 年的第 3 位，但投訴個案數量（3,009 宗）仍按年上升 10%，創歷史性新高。主要原因是消費者在疫情期間居家抗疫的時間較長，電器產品使用量及耗損亦相應增加。接獲投訴最多的 3 類家電產品與去年相同，分別為冷氣機（14%）、電視機（11%）和洗衣機（10%），而維修 / 保養服務（29%）及貨品質素（27%）則是消費者最關注的問題。

### 4. 電訊服務

涉及「電訊服務」的投訴於本年度增至 2,340 宗，按年上升了 5%。超過 7 成個案來自流動電話服務（42%）及互聯網服務（31%），投訴性質包括收費爭議（33%）及更改 / 終止合約（27%），合共佔此類別投訴超過一半。

### 5. 衣飾

與「衣飾」有關的投訴共錄得 1,745 宗，較去年急增 41%。當中最多消費者投訴的分類為成衣和服裝（39%），其次是手袋（27%）和鞋履（17%）。消費者主要因貨品質素（30%）及延期 / 沒有送貨 / 遺失（21%）而感到不滿。而綜觀對此類別的投訴，網上購物個案佔超過 7 成（72%）。