**Financial Education Animated Video Series**

**“Penguin’s Talk - Online Shopping Safety”**

**Transcript**

This little penguin grew up under the ice and snow. The little penguin saw an internet advertisement for canned fish in South Africa and was fascinated by it.

Shopping online again, why don’t you buy in a physical store?

When the little penguin considered the time and distance required to travel to the market from his home, he broke out in cold sweat.

The physical store is far away from our home and the surrounding environment is harsh. So online shopping will be more convenient! Furthermore, there are no geographical restrictions for online shopping. Even if you are at home, you can buy from anywhere in the world and the items will be delivered door-to-door. In addition, there are numerous benefits to shopping online.

What you said is very appealing, do you know the disadvantages of online shopping and how to shop online safely?

Uhm... I don’t know...

Alright, let me tell you. Only images and captions accompany online products. Descriptions can be ambiguous and images can be polished to the point where buyers are unable to determine the quality of the product. As a result, online shopping can be risky at times. Online payments could also be dangerous. The majority of online shopping is done through online banking but some online banks still use static passwords that can be easily tracked by viruses. Once there is a problem with the buyer's payment, it is unclear who will bear the loss. There have also been numerous reports of online scams. Some sellers, for example, sell goods at a lower price than the market price and then require buyers to pay before delivery. However, once they receive the payment, they do not send the item to the buyer. Furthermore, online shoppers can only see product images. When they receive products that are not what they expected, some customers may request replacements or returns. Online stores’ after-sales services differ as well. Some online stores may not accept returns or exchanges. Even if an online store’s after-sales service is as good as a physical store’s, using mail to handle replacement and repair of goods purchased online is inconvenient. It is relatively troublesome and costly to return and replace goods purchased online.

So, can it be avoided?

Buy at physical stores.

The little penguin almost passed out when he heard that response.

I’m joking. Let’s discuss the issues one-by-one.

Hello, can I return the product if I’m not satisfied with it?

Sorry, we do not offer returns.

Okay, thanks...um...it seems better not to buy!

Before making a purchase, contact customer service for clarification. So you can avoid purchasing unsatisfactory products and avoid potential disputes over the goods return and replacement arrangement.

Make sure the online banking password is updated regularly. It should contain letters, symbols and numbers to make it difficult to hack. To minimise the chance of being cheated, we should check the seller’s credit score, the comments of other buyers, and the ratings on the shopping platform. Online shopping does bring us convenience, but it also has many drawbacks. Online shopping will become safe and convenient if we exercise sufficient caution.