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NGUYỄN QUỲNH ANH

**ENHANCING CONSUMER PROTECTION
POLICY IN VIET NAM**

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SUMMARY OF THE PhD THESIS IN ECONOMY

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Instructors:

- 1. Assoc. Prof. Dr. Ta Van Loi**
- 2. Dr. Nguyen Van Hoi**

Reviewer 1: Assoc. Prof. Dr. Nguyen Xuan Quang

Reviewer 2: Assoc. Prof. Dr. Phan Dang Tuat

Reviewer 3: Assoc. Prof. Dr. Nguyen Thi Bich Loan

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PREAMBLE

1. The Necessity of the Research

Consumer protection (CP) holds a vital position and plays an essential role in the sustainable development of a nation. In Vietnam, CP is recognized by the Communist Party of Vietnam and the State as one of the critical issues in the country's process of international economic integration and sustainable development. Vietnam is among the first three countries in Southeast Asia to promulgate and implement consumer protection policies. The formulation and enforcement of CP policies have always received strong leadership and direction from the Party and the State.

Vietnam has developed and implemented CP policies since 1997. Throughout the period from 1997 to 2024, these policies have been continuously renewed and refined. The CP policy framework has exerted positive impacts on consumer protection in Vietnam by creating a legal corridor for consumer protection activities; facilitating enterprises, organizations, and individuals to proactively engage in protecting consumers' rights; encouraging the application and development of advanced technologies to produce goods and provide services that are safe and of assured quality; promoting sustainable production, business, and consumption patterns; establishing a system of state management agencies from central to local levels regarding CP, alongside networks of consumer protection associations. Collectively, these efforts have contributed to fostering a healthy environment for consumers and business entities in Vietnam.

Despite these achievements, CP policies still face some limitations, such as delays in the issuance and enforcement of certain policy documents, limited enforcement effectiveness, and suboptimal policy implementation outcomes. Therefore, there is an urgent need to perfect consumer protection policies to enhance their efficiency and effectiveness.

Vietnam is currently undergoing deep integration into regional and global economies. Many recent Free Trade Agreements (FTAs) to which Vietnam is a party include commitments related to CP. For instance, Article 16.6 on Consumer Protection in Chapter 16 "Competition Policy" of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) entails commitments to policy improvement, enhanced cooperation, and increased exchange of information between

relevant bodies and organizations on consumer protection. Consequently, Vietnam's CP policies must be modified to align with international commitments and to leverage the opportunities provided by these FTAs.

Hence, perfecting CP policies is imperative not only to address existing shortcomings and challenges in policy implementation but also to fulfill the Party and State's directive on institutionalizing CP; to ensure coherence with the legal system, particularly with provisions of the Civil Code and sector-specific legislation; and to comply with international commitments that Vietnam has signed or is in the process of ratifying.

From 1997 to 2024, Vietnam's CP policies have been progressively perfected to suit a market economy and the international integration commitments. Although these policies have positively influenced CP, various objective and subjective factors have led to remaining inadequacies that hinder effective consumer protection, especially amid Vietnam's extensive economic integration and rapid shifts in trade modalities driven by the Fourth Industrial Revolution. As a result, current CP still faces problems such as counterfeit goods, unsafe food products, and unclear product origins affecting consumer health; insufficient provision of product and service information by many enterprises that can lead to fraud and misleading advertising; a complex legal framework and complaint resolution mechanisms that cause consumers to hesitate to defend their rights; rapidly expanding e-commerce, which remains loosely regulated, resulting in significant gaps in quality control of products sold online.

Improving CP policies is therefore vital to meet socio-economic development demands—Vietnam's deep economic integration necessitates stricter CP policies to boost public and international partner confidence, foster a healthy consumption environment to promote economic growth and fair competition, safeguard consumer health, rights, and safety, enhance complaint handling mechanisms, and better regulate e-commerce. Thus, CP policy improvement is an urgent task.

Globally and within Vietnam, research has addressed consumer protection. However, the study of CP policy improvement remains scarce, especially from a theoretical standpoint, such as defining concepts including "consumer rights," "consumer protection," "corporate social responsibility," and "responsible business conduct"; clarifying policy tools, measures, and contents; developing the concept and scope of policy improvement (including regulations on consumer protection in e-commerce, especially cross-border e-commerce); setting evaluation criteria; and analyzing international experiences on CP policy

improvement. The theoretical foundation for CP policy improvement remains insufficient. Improving CP policies in Vietnam is not only an urgent requirement but also a crucial factor to enhance CP effectiveness, strengthen market trust, promote a healthy consumption environment, satisfy international integration requirements, and advance sustainable economic development. Hence, systematic research that learns from international experience is necessary to build a solid theoretical basis for CP policy improvement in Vietnam.

Consumer protection spans multiple sectors and domains. Effective CP policies serve as the legal framework necessary for safeguarding consumers' rights. Well-designed and enforced CP policies in Vietnam yield significant benefits not only for the consumer community—the Vietnamese population and foreigners living and working in Vietnam—but also strongly stimulate production, circulation, and sustainable economic development. Although CP policies in Vietnam have advanced to align with a market economy and international commitments, notable limitations remain as mentioned above. No previous studies have comprehensively reviewed Vietnam's international CP commitments; analyzed the status of CP policies from 1997 to the present; assessed CP policy improvements during 1997–2024 based on policy content and survey criteria; or evaluated achievements, limitations, and causes to provide a basis for proposals.

With the rapid rise of technology, digital transformation, and e-commerce facilitating faster, easier, and more convenient trade between businesses and consumers, new risks arise. Consumers face increased vulnerability to personal data exploitation, fraud, and counterfeit or substandard goods. Thus, improving CP policies to protect legitimate consumer rights amid digital transformation and e-commerce expansion is imperative.

By 2030 and with a vision to 2045, the global economy and trade are expected to recover despite unpredictable rapid changes, strategic competition among major powers, increasing protectionism, and rising trade conflicts. Globalization and trade liberalization will continue evolving in scale, scope, and forms, bringing both positive and negative impacts. The Fourth Industrial Revolution will profoundly alter production structures and foster the development of digital commerce, enabling smart factories, intelligent products, and intelligent supply chains. This makes production and service systems more flexible and responsive to customer needs.

Vietnam's deepening regional and global integration opens opportunities to develop markets and expand trade activities but also requires fulfilling commitments to market openness, CP, and corporate social responsibility under CPTPP, EVFTA, RCEP, among others. Member countries may increasingly apply measures related to meeting CP standards, perfecting legal frameworks, enhancing enforcement, and securing information in the context of growing online commercial transactions.

Rapid growth of online economy models presents new challenges for CP, while Vietnamese policy and legal frameworks have not yet adapted timely and adequately. Smuggling, commercial fraud, and production and trading of counterfeit and poor-quality products in the domestic market remain complex, with increasingly sophisticated methods that challenge the inspection and enforcement efforts of authorities.

International and domestic contexts, with intertwined opportunities and challenges, will influence CP policy improvement in Vietnam in the forthcoming years.

Therefore, a comprehensive and systematic study is essential to consolidate and enrich the theoretical framework for CP policy improvement, serving as the foundation for assessing the current status and proposing solutions to perfect Vietnam's CP policies by 2030.

It is clear that improving CP policy in Vietnam bears significant theoretical and practical implications. To contribute to consumer protection in the context of Vietnam's deep integration into regional and global economies, rapid development of e-commerce, and digital transformation fostering new business models and methods, the author selects the dissertation topic "Improving the Policy on Consumer Protection in Vietnam" as the focus of this doctoral economic study.

2. Research Questions of the Dissertation

1) Why is it necessary to promulgate and implement consumer protection (CP) policies? What are the key contents of CP policies? What are the impacts of these policies on consumer protection? Why should CP policies be improved? What constitutes the content of CP policy improvement? What international experiences exist regarding CP policy improvement?

2) What has been the status of CP policy improvement in Vietnam during the period 1997–2024? What results have been achieved? What limitations and causes remain?

3) How do international and domestic contexts affect CP policy improvement in Vietnam up to 2030, with a vision toward 2045? What are the specific viewpoints, orientations, and solutions for improving CP policy in Vietnam up to 2030 and beyond?

3. Research Objectives and Tasks

3.1. Research Objective

To study and propose solutions to improve consumer protection policies in Vietnam.

3.2. Research Tasks

To fulfill the above objective, the dissertation undertakes the following four tasks:

- Literature review and identification of research gaps: Reviewing relevant studies related to the dissertation, identifying inherited knowledge and existing gaps; defining the dissertation's objective, subject, scope, methodology, and contents.

- Systematization of theoretical foundations for CP policy improvement: Clarifying general theoretical issues related to CP policies and their improvement; reviewing existing studies to identify theoretical and practical gaps warranting further research; analyzing international experiences of several countries on CP policy improvement.

- Selection and application of research methods: Analyzing and presenting novel findings in the evaluation of CP policy improvement in Vietnam during 1997–2024; identifying achievements, limitations, causes, and requirements for further improvement.

- Proposing viewpoints, orientations, and solutions: Offering comprehensive perspectives and concrete recommendations for CP policy improvement in Vietnam up to 2030 with a vision toward 2045.

4. Research Objects and Scopes

4.1. Research Object

The object of this dissertation is consumer protection policies and the improvement of these policies in Vietnam.

4.2. Research Scope

- Content scope: Focus on the improvement of consumer protection policies in Vietnam.

- Time scope: Analysis of CP policy improvement during 1997–2024 and proposals for improvement up to 2030, with a vision toward 2045.

- Geographical scope: Research is limited to Vietnam’s territory and draws on experiences from France, the United States, and South Korea to derive applicable lessons for Vietnam’s CP policy improvement.

5. Research Methods

This dissertation employs the following research methods:

- Secondary data collection: This method is used throughout the study. Secondary data related to CP policies and their improvement in Vietnam is collected from various sources—including relevant studies, management agencies, and consumer protection organizations—and is evaluated based on accuracy, relevance, and timeliness. Data are cross-checked and compared to ensure consistency and reliability, serving as a resource foundation for analyzing the current status of CP policy improvement.

- Primary data collection: To supplement and update information and data for analyzing the reality of CP policy improvement in Vietnam from 1997 to 2024, the researcher conducted surveys and direct interviews with 350 consumers, businesses, and experts (questionnaire included in Appendix 2). The results are analyzed and presented in section 2.3 “Assessment of the current status of CP policy improvement in Vietnam 1997–2024” and Appendix 3. This survey method enables the researcher to make objective assessments of CP policy improvement status.

- Synthesis, statistical, and economic analysis: This method is used to process and analyze statistical data on the status of CP policy improvement during 1997–2024, synthesizing them into tables and charts to support analytical assessments and conclusions.

- Comparative legal analysis: This method compares Vietnam’s CP laws and policies with those of other countries, Vietnam’s international CP commitments, and its existing legal system. This approach assesses whether Vietnam’s CP policy framework is comprehensive, consistent, and compatible with international and domestic legislation. It also highlights legal and policy documents requiring amendment, supplementation, or new development.

- Expert consultation: To refine the CP policy improvement framework, the researcher solicited feedback from experts and scholars throughout the research process—including during literature review, writing progress reports on three thematic areas, and the dissertation drafting stage—by sending content for expert review and comments, thus ensuring the dissertation’s optimal quality.

6. New Contributions of the Dissertation

The dissertation makes several novel contributions as follows:

- It establishes a theoretical framework serving as the foundation for researching and evaluating the improvement of consumer protection policies (CP), including the development of concepts, policy tools, and the content of CP policies, as well as the impact of these policies on consumer protection. It advances the concept and scope of CP policy improvement, incorporating regulations on consumer protection in e-commerce (including cross-border e-commerce), alongside criteria for policy evaluation and enhancement.
- It studies the experiences of three countries—France, the United States, and South Korea—in CP policy improvement, drawing applicable lessons for Vietnam.
- It approaches the issue of consumers and consumer protection from two perspectives: (i) as the legitimate rights and interests of all members of society; and (ii) as the status of the ultimate consumer—a group of subjects who, in most circumstances, participate indirectly in production and business activities, even though they do not assume a direct role in production or business operations.
- It analyzes and assesses the current status of CP policy improvement during the period 1997–2024, identifying achieved successes, limitations, and their underlying causes.
- Based on forecasts of the international and domestic contexts, the dissertation proposes perspectives, orientations, and solutions for the improvement of CP policies up to 2030 with a vision to 2045.

7. Structure of the Dissertation

Besides the acknowledgments, table of contents, list of abbreviations, list of figures, introduction, conclusion, references, and appendices, the main content of the dissertation is organized into the following chapters:

- **Chapter 1: Theoretical foundations for improving consumer protection policies;**
- **Chapter 2: Current status of consumer protection policy improvement in Vietnam during 1997–2024;**
- **Chapter 3: Perspectives, orientations, and solutions for consumer protection policy improvement in Vietnam up to 2030, with a vision to 2045.**

CHAPTER 1: THEORETICAL FOUNDATIONS FOR IMPROVING CONSUMER PROTECTION POLICIES

1.1. Theoretical Issues Regarding Consumer Protection

1.1.1. Relevant Concepts

1.1.1.1. Definition of Consumer

A consumer is an individual who purchases or uses goods or services for consumption purposes. Households and organizations are also considered consumers when purchasing or using goods or services not for business purposes.

1.1.1.2. Definition of Consumer Rights

Consumer rights refer to the legitimate rights and benefits enjoyed by consumers as stipulated by consumer protection policies and laws.

1.1.1.3. Definition of Consumer Protection

Consumer protection is the assurance of the legitimate rights and interests of individuals and organizations who buy and use goods and services for daily consumption.

1.1.1.4. Definition of Corporate Social Responsibility

Corporate social responsibility (CSR) is a firm's commitment to sustainable development through activities that protect the environment, contribute to the community, ensure safety and benefits for consumers, and improve the quality of life for workers, communities, and society in a way that benefits both the company and social development.

1.1.1.5. Definition of Responsible Business Conduct**

Responsible business conduct refers to business activities that comply with the law and undertake measures to assess, prevent, mitigate, and remedy adverse impacts on people, the environment, and society.

1.1.2. Roles of Consumer Protection

Consumer protection plays vital roles in: safeguarding consumers' legal rights and interests; contributing to the development of a healthy and fair business environment; fostering economic growth and international integration; promoting sustainable consumption and social responsibility; raising awareness among consumers and society; stimulating the healthy development of the market; stabilizing society and preventing legal violations.

1.1.3. Responsibilities of Relevant Stakeholders

1.1.3.1. Responsibilities of the State and Competent Authorities

The responsibilities of the State and relevant authorities in consumer protection include: formulating and improving consumer protection policies; organizing the implementation of consumer protection laws and regulations and monitoring the market; resolving consumer protection issues through a dispute resolution system; conducting public awareness campaigns, education, and enhancing societal awareness; encouraging and supporting social organizations to participate in consumer protection efforts; and promoting sustainable production and consumption towards a green and circular economy.

1.1.3.2. Responsibilities of Business Organizations and Individuals

Business organizations and individuals (including manufacturing enterprises, import enterprises, trading companies, and sole proprietorships) that are affected by consumer protection policies are responsible for: providing complete, honest, and clear information; ensuring the quality and safety of goods and services; respecting and protecting the legal rights of consumers; establishing mechanisms for receiving and resolving complaints; and conducting business ethically and with social responsibility.

1.1.3.3. Responsibilities of Consumers

Consumers are the beneficiaries of consumer protection policies. Their responsibilities in safeguarding their rights include: complying with consumer protection policy regulations; seeking information about goods and services; sharing information and experiences regarding the use of products and services; consuming responsibly; thoroughly reviewing contract terms; taking action to protect their rights and the rights of the community; demanding legal protection of their rights; and warning and reporting legal violations.

1.1.3.4. Responsibilities of Social Organizations

The responsibilities of social organizations in consumer protection include: raising awareness among consumers through education and advocacy; monitoring and reporting consumer-related issues; advising and supporting consumers; participating in the formulation of consumer protection policies and laws; overseeing the market and warning of risks; engaging in dispute resolution; and cooperating and coordinating with authorities, organizations, and businesses.

1.2. Consumer Protection Policy

1.2.1. Concepts, Policy Instruments, and Influencing Factors

1.2.1.1. Definition of Policy

Policy is a system of guidelines, principles, regulations, tools, and appropriate measures applied by the state to achieve specific objectives within defined conditions and timeframes.

1.2.1.2. Definition of Consumer Protection Policy

Consumer protection policy comprises the system of guidelines, principles, regulations, tools, and measures applied by the state to protect consumers against infringements of their rights by business organizations and individuals.

1.2.1.3. Policy Instruments

These include a range of tools to safeguard consumers' legal rights and interests such as economic management measures; preferential tax and credit policies; subsidies, price supports, and guarantees; supportive measures to achieve policy objectives; communication, information technology management and development; administrative measures; and direct government actions.

1.2.1.4. Influencing Factors

Consumer protection policies are influenced by diverse factors grouped into five categories:

- (i) Economic factors (economic development, market competition, consumer income, and purchasing power);
- (ii) Social factors (consumer awareness and education, consumer culture, development of consumer protection organizations);
- (iii) Legal factors (current legal framework, enforcement mechanisms);
- (iv) Technological factors (development of information technology, production technology, and quality control);
- (v) International factors (international economic integration, pressure from international organizations).

1.2.2. Policy Process

1.2.2.1. Policy Formulation (Policy Planning)

Includes developing programs and drafting policy documents, and promulgating and publicizing policies.

1.2.2.2. Policy Implementation

Policy implementation realizes policy objectives, tests policies in practice, and provides evidence for future policy planning. It involves creating and issuing implementation programs, organizing enforcement and control, and summarizing and reviewing policy implementation.

1.2.2.3. Policy Evaluation

In essence, this assesses the effectiveness and achievement level of policy objectives and examines policy impacts on stakeholders.

1.2.3. Policy Impact on Consumer Protection

1.2.3.1. Impact on Consumer Protection Activities

Policies create a legal framework enabling consumer protection activities; facilitate agencies, organizations, and individuals to fulfill rights and obligations, and encourage businesses to research, apply, and innovate with advanced technologies in consumer protection.

1.2.3.2. Impact on Consumers and Their Protection

Policies protect consumer rights; facilitate consumers in exercising their rights and responsibilities; protect consumers from smuggling, counterfeit, and substandard goods; protect consumers online and in increasingly diverse commercial forms.

1.3. Contents and Criteria for Evaluating Consumer Protection Policy Improvement

1.3.1. Definition of Policy Improvement

Improving consumer protection policies involves reviewing, revising, and supplementing existing policy documents to reflect practical needs and development demands to ensure policy completeness, coherence, and enhanced effectiveness.

1.3.2. Contents of Policy Improvement

1.3.2.1. Reviewing Policy Documents

Based on policy evaluation results, ministries and agencies review current policies to identify necessary amendments or supplements, whether to pursue new objectives, and to enhance policy effectiveness. If necessary, proposed changes are submitted to higher authorities (e.g., Government) for guidance.

1.3.2.2. Amending and Supplementing Policy Documents

Upon evaluation reports, top-level authorities identify necessary amendments. Where laws are involved, guidance from legislative bodies (National Assembly) is required; guiding documents issued by government and ministries may also be amended and supplemented.

1.3.3. Criteria for Evaluating Policy Improvement

Evaluation is based on the number of revisions and supplements to policy documents and assesses modified or new documents against

criteria such as completeness, coherence, feasibility, fairness, effectiveness, and efficiency.

1.4. International Experience in Consumer Protection Policy Improvement and Lessons for Vietnam

1.4.1. International Experiences

1.4.1.1. France

France places great emphasis on consumer protection, focusing on: (i) regular review and adjustment of consumer protection laws and policies to reflect commercial realities; (ii) development of a Consumer Protection Code with annual updates; (iii) active promotion of consumer protection policy and laws; (iv) consultation with consumer organizations and businesses in policy development.

1.4.1.2. United States

The US prioritizes consumer protection policy improvement through: (i) continual updates and amendments of related policies and laws; (ii) annual updates of consumer protection laws with adjustments as needed; (iii) clear delineation of responsibilities for government, protection agencies, businesses, and consumers; (iv) widespread dissemination of policy and legal frameworks.

1.4.1.3. South Korea

South Korea is recognized internationally for experience in consumer protection policy improvement by: regularly reviewing laws and policies to amend, supplement, or introduce new documents consistent with trade realities; timely addressing new infringements on consumer rights; developing comprehensive consumer protection codes delineating rights and responsibilities; consulting consumer organizations and businesses during policy drafting.

1.4.2. Lessons Applicable to Vietnam

From these experiences, Vietnam can learn to: regularly review consumer protection policies to adapt to trade realities and align with sector-specific laws; develop and enact legislative documents concretizing consumer protection policies; amend and supplement consumer protection laws as commercial realities evolve; update legal frameworks consistently and intensively; and actively publicize consumer protection policies and laws.

CHAPTER 2: CURRENT STATUS OF CONSUMER PROTECTION POLICY IMPROVEMENT IN VIETNAM DURING 1997–2024

2.1. Current Status of Consumer Protection Policy in Vietnam (1997–2024)

2.1.1. International Commitments on Consumer Protection

2.1.1.1. Vietnam’s Commitments under AANZFTA

Vietnam and other member countries’ commitments to consumer protection under the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) are articulated in Chapter 10 “Electronic Commerce,” Article 6 “Online Consumer Protection” of the original AANZFTA; and in the upgraded AANZFTA in Chapter 10 “Electronic Commerce,” Part C “Facilitating Electronic Commerce,” Article 9 “Online Consumer Protection,” and Chapter 15 “Competition,” Article 7 “Consumer Protection.”

2.1.1.2. Vietnam’s Commitments under CPTPP

Vietnam’s commitments under the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) regarding consumer protection are specified in Chapter 14 “Electronic Commerce,” Article 14.7 “Online Consumer Protection,” and Chapter 16 “Competition Policy,” Article 16.6 “Consumer Protection.”

2.1.1.3. Vietnam’s Commitments under RCEP

Vietnam’s commitments under the Regional Comprehensive Economic Partnership (RCEP) are set out in Chapter 12 “Electronic Commerce,” Part C “Facilitating Electronic Commerce,” Article 12.7 “Online Consumer Protection”; Article 12.8 “Online Personal Information Protection”; and Chapter 13 “Competition,” Article 13.7 “Consumer Protection.”

2.1.2. Status of Consumer Protection Policy Development and Implementation in Vietnam (1997–2024)

2.1.2.1. Status of Policy Development

Since 1997, the National Assembly and the Government have promulgated a system of consumer protection policies including: the 1997 Commercial Law; the 1999 Ordinance on Consumer Protection; the 2005 Commercial Law; the 2010 Consumer Protection Law; the 2023 Consumer Protection Law, alongside specialized laws and guiding documents.

2.1.2.2. Status of Policy Implementation

Implementation efforts for consumer protection policy include drafting and issuing implementing programs and documents; organizing enforcement; and conducting interim and final evaluations of policy implementation.

2.2. Analysis of Consumer Protection Policy Improvement in Vietnam (1997–2024)

2.2.1. Policy Improvement from 1997 to 2010

2.2.1.1. Review of Consumer Protection Policies (1997–2010)

The review of policies including the 1997 Commercial Law, 1999 Ordinance on Consumer Protection, 2004 Competition Law, and 2005 Commercial Law reveals the 1999 Consumer Protection Ordinance had significant shortcomings. It was necessary to replace this ordinance with a Consumer Protection Law and related guiding documents (decrees, decisions, circulars) to address these limitations and incorporate new provisions that reflect practical realities.

2.2.1.2. Amendments and Supplements

To improve policy in this period, Vietnam enacted the 2010 Consumer Protection Law replacing the 1999 Ordinance, establishing a more comprehensive, coherent, and commerce-appropriate legal framework, complemented by implementing regulations.

2.2.2. Policy Improvement from 2011 to 2024

2.2.2.1. Review of Consumer Protection Policies (2011–2024)

Evaluating policies during 2011–2024 including the 2005 Commercial Law, 2007 Product Quality Law, 2010 Food Safety Law, 2010 Consumer Protection Law, and 2017 Foreign Trade Management Law reveals that despite improvements, the 2010 Consumer Protection Law still had limitations. Some provisions became inconsistent with commercial practices and specialized laws, necessitating amendments to the 2010 Law and its implementation guidelines.

2.2.2.2. Amendments and Supplements

Accordingly, the 2010 Consumer Protection Law was amended to enhance comprehensiveness, coherence, practical alignment, and compliance with international integration. The 2023 Consumer Protection Law introduced significant innovations, including expanding scope of application, defining consumer rights and obligations more clearly, addressing sustainable production and consumption, protecting

vulnerable consumers, prohibiting illicit acts, and clarifying business responsibilities towards consumers.

2.3. Evaluation of Consumer Protection Policy Improvement Status in Vietnam (1997–2024)

2.3.1. Achievements and Their Causes

2.3.1.1. Achievements

Over 27 years of policy development and implementation, consumer protection provisions have led to substantial positive changes and established a solid foundation fostering ongoing development of consumer protection in Vietnam. Notable achievements include a gradually perfected consumer protection policy that is relatively complete, coherent, and feasible; equitable policies that protect vulnerable consumers; timely promulgation of policies providing a legal environment conducive to consumer protection; and policy contributions towards sustainable production and consumption.

2.3.1.2. Causes of Achievements

These results stem from the continuous attention of the Party and State to consumer protection and the development of relevant legislation; establishment of a system of state management agencies from central to local levels dedicated to policy enforcement; strengthened inspection and supervision activities; and active participation of social organizations contributing to consumer protection and policy improvement in Vietnam.

2.3.2. Limitations and Causes

2.3.2.1. Limitations

Despite progress, policy improvement during 1997–2024 exhibits constraints such as lack of certain consumer protection provisions; unclear regulations; insufficient penalties lacking deterrence; limited enforcement effectiveness; and suboptimal policy implementation results.

2.3.2.2. Causes of Limitations

These shortcomings arise from weaknesses in coordination mechanisms among ministries, sectors, and localities during policy development; ineffective cooperation among enforcement agencies; inadequate communication and dissemination of consumer protection policies, resulting in limited awareness among both businesses and consumers regarding their rights and obligations; and scarce resources and funding for consumer protection work.

CHAPTER 3: VIEWPOINTS, ORIENTATIONS, AND SOLUTIONS FOR IMPROVING CONSUMER PROTECTION POLICY IN VIETNAM UNTIL 2030, WITH A VISION TOWARDS 2045

3.1. International and Domestic Contexts Influencing the Improvement of Consumer Protection Policy in Vietnam Until 2030, Vision 2045

3.1.1. International Context

Firstly, by 2030, the global economy and trade are expected to recover and exhibit growth potential amid rapid and unpredictable changes, strategic competition among major powers, rising protectionism, and escalating trade conflicts.

Secondly, globalization, regionalization, and trade liberalization will continue to be dominant trends but will experience various adjustments across different centers, axes, and sectors.

Thirdly, the Fourth Industrial Revolution (Industry 4.0) is reshaping global production structures and supply chains while fostering digital trade development.

Fourthly, sustainable development, digital economy, circular economy, and green growth will emerge as common global development trends and goals for all countries.

Fifthly, consumer protection policies and legal systems worldwide will continuously be improved to meet fast-paced development requirements at national and global levels.

3.1.2. Domestic Context

Firstly, after nearly 40 years of reform, Vietnam has achieved remarkable socio-economic development, and the country's strength and stature have significantly increased.

Secondly, Vietnam is intensifying efforts to perfect a full, modern market economy institution consistent with the country's development trends, thereby establishing an equal market environment for all economic sectors.

Thirdly, Vietnam has integrated into the international economy since 1995 by joining ASEAN, followed by APEC, ASEM, WTO, and several free trade agreements (FTAs), including new-generation FTAs.

Fourthly, e-commerce has rapidly developed and become a major global trade trend. In Vietnam, e-commerce growth is rapid, increasingly

serving as an essential distribution channel for enterprises, meeting consumer needs, and promoting modern financial and payment services.

Fifthly, after over 25 years of consumer protection policy enforcement and more than 12 years of implementing the Consumer Protection Law, the majority of Vietnamese enterprises have begun to adopt and apply consumer protection regulations and policies in their business operations at various levels.

3.2. Viewpoints and Orientations for Improving Consumer Protection Policy in Vietnam Until 2030, Vision 2045

3.2.1. Viewpoints

1. The improvement of consumer protection policy must adhere closely to the viewpoints, lines, and policies of the Communist Party and State regarding human rights.

2. Policy improvement must ensure consistency, uniformity with the legal system, and feasibility.

3. It must safeguard the State's interests as well as the legitimate rights and benefits of consumers and businesses.

4. It must emphasize thorough review of practical implementation, systemic review, and widespread dissemination of policies and laws.

5. It must comply with international treaties and commitments under FTAs to which Vietnam is a party.

3.2.2. Orientations

1. Consumer protection policy improvement should be aligned with practical demands and compatible with international agreements and relevant domestic laws.

2. The policy should ensure fairness in civil transactions between consumers and business organizations or individuals.

3. It should protect the legal rights and interests of consumers while also ensuring the legitimate rights and benefits of businesses.

4. Policy improvement should enhance the responsibilities of state management agencies in consumer protection and encourage active participation by business organizations and individuals in consumer protection efforts.

5. It should establish international cooperation mechanisms to provide legal grounds for resolving consumer disputes involving foreign elements.

3.3. Key Solutions for Improving Consumer Protection Policy in Vietnam

3.3.1. Innovating the Process of Policy Formulation and Improvement

Develop rapid response mechanisms and issue flexible policy documents to address emerging issues; strengthen the roles of social organizations and businesses in policy development and improvement; consult consumer protection associations from central to local levels and business communities in policy drafting; foster close cooperation among ministries and agencies for coherent and effective policy implementation.

3.3.2. Reviewing Policy Documents

Review consumer protection policy documents to identify those needing amendment, supplementation, or new development to complete a comprehensive, consistent, clear, and transparent legal framework aligned with international commitments and consumer habits amid international integration, Industry 4.0, digital transformation, green transformation, and e-commerce development.

3.3.3. Amending and Supplementing Policy Documents

3.3.3.1. Amendments and Supplements

Revise and supplement certain consumer protection policy documents and implementing regulations, such as:

- Amend Decision No. 659/QĐ-BCT dated 15 February 2012 on the issuance of contract registration forms, standard contracts, and general transaction conditions;
- Amend Circular No. 10/2013/TT-BCT dated 30 May 2013 issuing contract registration forms, standard contracts, and general transaction conditions.

3.3.3.2. Improving Regulations on Consumer Protection

- Strengthen regulations on the responsibilities of manufacturers and business organizations, with stricter stipulations for producers and businesses when circulating goods on the market.
- Improve regulations concerning defective goods and their recall to enhance responsibility and effectiveness; soon issue regulations on the mandatory warranty list with strong sanctions for violating businesses.
- Enhance provisions on consumer contracts, standardized contracts, and general transaction conditions to improve consumer protection effectiveness in relevant transactions.

- Perfect consumer protection regulations in transactions with special or new characteristics in the context of the economy's digital transformation.

- Improve consumer protection provisions in e-commerce, especially cross-border e-commerce, concerning product quality assurance, electronic payment, personal data confidentiality, and dispute resolution.

- Strengthen deterrent penalties for violations affecting consumer rights, health, and safety, especially for essential goods and vulnerable consumers.

3.3.4. Integrating Consumer Protection Regulations into Related Specialized Legal Documents

To ensure comprehensive consumer protection, embed consumer protection provisions within specialized legal documents related to e-commerce, market management, etc. For example:

- In market management, government decrees regulating administrative sanctions for commercial activities, counterfeit goods, substandard products, and fuel trade must incorporate consumer protection provisions.

- In e-commerce, government decrees should integrate consumer protection rules, clearly defining prohibited acts, responsibilities of traders and e-commerce platform operators, information transparency regarding goods/services, pricing, transaction conditions, shipping, payment methods, and data privacy protection.

3.3.5. Enhancing the Effectiveness and Efficiency of Consumer Protection Policy Implementation

3.3.5.1. Issuing Consolidated Legislation on Consumer Protection Law

To improve policy effectiveness, within 3–5 years of the Consumer Protection Law's enforcement, the National Assembly Office should issue consolidated documents addressing shortcomings of the 2023 law and its implementing decrees by:

- Defining “influencers” more quantitatively (e.g., social media follower counts).

- Clarifying defective goods categories to avoid overlaps.

- Detailing remote transaction cases subject to relevant compliance, with possible exceptions.

3.3.5.2. Strengthening State Management Capacities

- Develop and enhance the capacity and accountability of state management agencies in consumer protection.
- Increase coordination among agencies to combat counterfeit goods, unclear origin products, and intellectual property infringements online.
- Improve inspection, control, violation detection, and handling effectiveness.
- Promote training and human resource development for consumer protection management.
- Provide financial support for consumer protection activities.

3.3.5.3. Building a Healthy Business Environment

Link businesses' responsibility in implementing consumer protection laws with enhancing competitive advantages in products and services, motivating enterprises to comply as a competitive and development advantage.

3.3.5.4. Promoting Responsible Business Practices

Finalize policies and laws on responsible business conduct, internalizing international commitments, and creating incentives and priority measures for businesses practicing responsible conduct, highlighting benefits derived from such practices.

3.3.5.5. Strengthening Awareness and Skills via Consumer Protection Promotion

- Intensify communication and dissemination of consumer protection policies and laws to various social groups (consumers, enterprises, consumer associations).
- Diversify and innovate communication methods and content, elevate societal knowledge and skills, and facilitate effective exercise of consumer rights, particularly for vulnerable consumers.

3.3.5.6. Solutions from Consumer Protection Associations

Engage actively in policy development, increase dissemination of consumer protection legal documents, enhance operational effectiveness, and expand networks of social organizations participating in consumer protection.

3.3.5.7. Solutions from Businesses

Participate in policy development, improve understanding of consumer protection laws, propose amendments, implement consumer

protection standards and policies, emphasize corporate social responsibility, and proactively practice responsible business behavior.

3.3.5.8. Solutions for Consumers

Enhance knowledge of consumer protection policies and laws, improve consumption skills, participate in policy development, comply with relevant laws, and actively protect their rights.

CONCLUSION

Consumer protection plays an important role in the sustainable development of the country. The Communist Party and the State of Vietnam have taken a keen interest in consumer protection. Since 1997, Vietnam has promulgated and implemented consumer protection policies. The consumer protection policies in Vietnam from 1997 to 2024 have been concretized in the 1999 Ordinance on Consumer Protection, the 2010 Consumer Protection Law, the 2023 Consumer Protection Law, relevant specialized laws (such as the Commercial Law and the Competition Law), and various guiding documents.

The consumer protection policies during the period from 1997 to 2024 have continuously been renewed and improved to align with the market economy framework and international integration commitments. These policies have had positive impacts on consumer protection in Vietnam. However, due to various objective and subjective reasons, there are still limitations in these policies that significantly affect consumer protection in the context of Vietnam's deep international economic integration and the rapidly changing trade methods influenced by the Fourth Industrial Revolution.

Looking ahead to 2030, with a vision for 2045, the international and domestic contexts are undergoing significant changes that will affect the improvement of consumer protection policies. Vietnam's extensive international economic integration and the rapid evolution of trade methods under the influence of the Fourth Industrial Revolution also impact the proposed viewpoints, orientations, and solutions for enhancing consumer protection policies in Vietnam.

For these reasons, it is necessary to conduct research on the theoretical foundations, analyze, and evaluate the current status of consumer protection policy improvement from 1997 to 2024, and propose viewpoints, orientations, and solutions for enhancing consumer protection policy in Vietnam through 2030, with a vision for 2045. The dissertation titled "Improving Consumer Protection Policy in Vietnam" has partially met the current requirements.

Consumer protection not only benefits consumers but also fosters the establishment of a healthy business environment for organizations and individuals, creating an important driving force for the stable development of the economy. It is now time for Vietnam to implement more breakthrough and practical policies to enhance consumer protection. The dissertation has achieved several results in line with its research

objectives:

Firstly, the dissertation supplements and clarifies the theoretical foundations for policy improvement and the enhancement of consumer protection policy. It develops the content for policy enhancement and establishes evaluation criteria for consumer protection policy improvement. Additionally, it studies the experiences of France, the United States, and South Korea in consumer protection policy enhancement and derives applicable lessons for Vietnam.

Secondly, the dissertation analyzes and evaluates the current status of consumer protection policy improvement in Vietnam during the period from 1997 to 2024. Based on surveys and investigations involving consumers, businesses, and experts, the dissertation clarifies the achievements, limitations, and causes of these limitations, specifically identifying reasons related to state management agencies, businesses, and consumers.

Thirdly, based on forecasts of the international and domestic contexts affecting consumer protection policy improvement in Vietnam by 2030 and with a vision for 2045, the dissertation proposes five viewpoints and five orientations for enhancing consumer protection policy in Vietnam, along with two groups of solutions for policy improvement. Central to these solutions is the need to specify which policy documents in Vietnam require amendments and supplements, as well as the content of these amendments.

With the results achieved in this dissertation, the doctoral candidate hopes to contribute to the development of theoretical foundations regarding consumer protection policy improvement and the process of building and refining these policies in Vietnam.

Due to the broad scope of this research, although it includes careful assessments, the dissertation inevitably faces certain limitations due to challenges in accessing various information sources. The candidate sincerely welcomes constructive feedback from respected professors, scientists, experts, and colleagues to further enhance the study.

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INSTRUCTOR 1



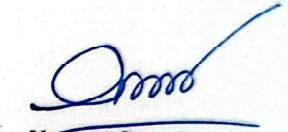
**Assoc. Prof. Dr.
Ta Van Loi**

INSTRUCTORS 2



Dr. Nguyen Van Hoi

PhD STUDENT



**Nguyen Quynh
Anh**

**DIRECTOR GENERAL
INSTITUTE OF STRATEGIC STUDIES AND
POLICY FOR INDUSTRY AND TRADE**



Dr. Nguyen Van Hoi

LIST OF THE AUTHOR'S WORKS

1. Nguyen, Q. A. (2021). Consumer protection on digital platforms: Practices and emerging legal issues. *Journal of Industry and Trade Research*.

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