



Plenary sitting

B8-0270/2016

10.2.2016

MOTION FOR A RESOLUTION

pursuant to Rule 133 of the Rules of Procedure

on reviewing the rules concerning an integrated and guaranteed approach to
online consumer purchasing

Gianluca Buonanno

Motion for a European Parliament resolution on reviewing the rules concerning an integrated and guaranteed approach to online consumer purchasing

The European Parliament,

- having regard to Rule 133 of its Rules of Procedure,
- A. whereas e-commerce encouraging consumers to do more online purchasing is steadily and significantly increasing;
- B. whereas, according to a study of e-commerce in the world, only 12 % of consumers enquire about products, while the remaining 88 % are simply content to purchase online;
- C. whereas consumers are now readily moving from physical to online transactions, making it necessary to redefine the traditional notions of sale and purchase;
- D. whereas online purchasers are generally hunting for bargains and seeking items that are otherwise unobtainable on the market, being keen to purchase when prices are lowest, save time and access outlets not situated in their locality;
- E. whereas a good sales pitch is no longer sufficient and it is necessary to provide consumers with the wherewithal to facilitate purchasing;
- 1. Considers it necessary to pay greater attention to the development of e-commerce;
- 2. Calls for legislation to redefine the rules concerning online purchasing so as to promote integrated and guaranteed consumer access to large chain stores, while improving marketing vision and facilitating the purchasing process.