

7. A STUDY ON THE DOOR TO DOOR SELLING

해사법학과 이영훈
지도교수 신종철

The door to door selling is a type of selling carried out outside the business office. When making a door to door selling, salesman receives a subscription for certain product from a consumer, makes a bargain with him and sells that product to him. In the process of selling, however, salesman's aggressiveness to consumer, for example, compulsory sale, sometimes happens: salesman either makes a visit against the will of consumer or enters consumer's residence in his purpose of selling, and furthermore, persuade consumer to buy his product with a compulsory or deceitful narrative skill. Being in a psychologically defensive position, consumer usually makes a subscription or bargains for purchase without sufficient time to take a matter throughly into consideration.

What is needed to protect consumers is to make a special law. Door to door selling, or installment selling, which is now carried out in the business world, is a system not for consumer but for sales company. Consumers could not be properly protected by the Act on Contract Regulation or the Act for Wholesale and Retail Sale Promotion. Therefore an enactment of special law like the Act a Door to Door selling is needed now. The spirit of legislation related to door to door selling has been changed from the public order for trade to the protection of consumers in many countries.

This study regards both the aggressiveness of salesman and the indefiniteness of the terms of sale as basic problems of door to door selling. The purpose of this study are to suggest a means for consumer protection, to serve as an incentive to legislate a special law for consumer protection and to contribute to the balanced development of national economy.