BUKU PROGRAM
DAN ABSTRAK
SEMINAR KEBANGSAAN MACFEA KE 14
Halatuju Penyelidikan Kepenggunaan:
ISU DAN CABARAN

Penyunting:
NOR AINI HJ. IDRIS
AMINUDIN MOKHTAR
NORLIDA HANIM MOHD SALLEH
WOOK ENDUT
MOHD ADIB ISMAIL
Selamat datang ke

SEMINAR KEBANGSAAN MACFEA KE-14
Halatuju Penyelidikan Kepenggunaan: Isu dan Cabaran

13 –14 Julai 2010
Hotel Equatorial, Bangi, Selangor

Anjuran Bersama:

Pusat Pengajian Ekonomi
Fakulti Ekonomi dan Perniagaan
Universiti Kebangsaan Malaysia

Kementerian Perdagangan Dalam Negeri, Koperasi &
Kepenggunaan (KPDNKK)

Persatuan Ekonomi Pengguna dan Keluarga Malaysia
(MACFEA)

Dirasmikan oleh:

Yang Berhormat Dato’ Sri Ismail Sabri Bin Yaakob
Menteri Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan
From Doorstep to Internet: Consumer Protection Against Unfair Trade Practices in Malaysia

Naemah Binti Amin
Department of Public Law
International Islamic University Malaysia.

ABSTRACT

Doorstep selling or also known as a door-to-door sale is a common method of business of direct selling companies. Unlike sale in a retail outlet, doorstep selling has raised particular consumer protection issues. These include interference with privacy, coercion, restriction on consumer choice, lack of information about the product and the supplier and other unethical marketing and selling practices. For these reasons, doorstep selling has been the subject of scrutiny by the legislators in most countries where direct selling business is very popular. In Malaysia, it is governed by the Direct Sales Act 1993. After the Act has been enforced for nearly 15 years, its adequacy in controlling the direct selling industry and protecting the consumers is still questionable. Many of direct selling companies have now ventured into new method of business by utilizing internet. This latest development exposes the consumer to certain problems not raised in door-to-door sale which still involve face to face communication. Thus it is the main aim of this paper to examine the relevant laws in Malaysia that provide certain protection to consumers against trade malpractices in direct selling transactions particularly e-direct selling. The main focus of discussion is the Direct Sales Act 1993 including the 2010 Amendment to the Act.

Keywords: Door-to Door Sale, Direct Selling Companies, Selling Practices.