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## Orerview of Nationw de Statistics on Consumer Counseling in FY1997

1. Trends in tot al number of counsel ing cases recei ved in FY 1997

Dur i ng FY1997, ( Apr il 1, 1997 t o Mar ch 31, 1998) 611, 154 cases i n t ot al wer e recei ved by the consumer centers and consumer organi zations across the country, as shown in Table 1. Thi s represents an increase of 33 , 291 cases ( $5.8 \%$ fromt he pr evi ous year.

The tot al number of cases refer red to JCl C during the same period cane to 7,660 .
599, 991 cases were recei ved by I ocal consumer centers whi ch is an increase of $5.6 \%$ fromt he pr evi ous year. In addition, 3, 503 cases wer e recei ved by vari ous consumer or gani zat i ons

Table 1. Trends in number of cases received by type of agency

| Year | local <br> government <br> consumer <br> center | consumer <br> organization | J CIC | Total | Increase over <br> previous <br> year |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1975 | 127,435 | 14,470 | 4,554 | 146,459 | 10.7 |
| $:$ | $:$ | $:$ | $:$ | $:$ | $:$ |
| 1980 | 176,662 | 12,975 | 5,381 | 195,018 | $:$ |
| 1981 | 198,441 | 2,855 | 6,516 | 207,812 | 6.4 |
| 1982 | 226,298 | 3,710 | 6,708 | 236,716 | 6.6 |
| 1983 | 254,520 | 3,191 | 6,580 | 264,291 | 13.9 |
| 1984 | 314,608 | 3,700 | 5,933 | 324,241 | 11.6 |
| 1985 | 366,424 | 3,611 | $6,367(733)$ | 377,135 | 16.7 |
| 1986 | 368,102 | 3,262 | $6,326(1,592)$ | 379,282 | 0.6 |
| 1987 | 365,188 | 3,688 | 4,715 | 373,591 | -1.5 |
| 1988 | 344,542 | 2,819 | $4,940(960)$ | 353,261 | -5.4 |
| 1989 | 346,755 | 3,475 | $6,267(757)$ | 357,254 | 1.1 |
| 1990 | 331.859 | 4,017 | $5,969(756)$ | 342,601 | -4.1 |
| 1991 | 346,965 | 3,146 | $5,950(791)$ | 356,852 | 4.2 |
| 1992 | 381,712 | 3,031 | $6,722(1,295)$ | 392,760 | 10.1 |
| 1993 | 422,176 | 3,875 | $7,315(720)$ | 434,086 | 10.5 |
| 1994 | 437,053 | 3,916 | 7,305 | 448,274 | 3.3 |
| 1995 | 499,857 | 3,765 | 6,944 | 510,566 | 13.9 |
| 1996 | 568,019 | 2,243 | 7,601 | 577,863 | 13.2 |
| 1997 | 599,991 | 3,503 | 7,660 | 611,154 | 5.8 |
| 1997 | 5.6 | 56.2 |  | 0.8 | 5.8 |
| change |  |  |  |  |  |
| over the |  |  |  |  |  |
| previous |  |  |  |  |  |
| year |  |  |  |  |  |

Note:1.The fugures represent the total number of cases received by all agencies including unclassifiable cases.
2. The figures for the number of cases received by consumer organization after 1983 are total number of cases received by the Consumption Science F ederation( $\sim 1993$ ),the J apan Consumers' Association, and J apan Housewives Association(except 1996).
3. Of the cases received by the J CIC, the figures in parentheses represent the number of cases received in the "Consumer Dial 110"; a temporarily established hotline.
2. Trends in the nunber of counsel ing cases by products and services

Out of the 611, 154 counsel ing cases recei ved during FY1997, the nunber of cases that can be classified by type of product and service, etc., was 564, 071.

Table 2 broadly classifies the cases into "product," "service," and "other counseling," and shows the trends in the past four-year period based upon these cl assifications. The ratio of these cl assifications anong those cases that can be cl assified are $50.5 \%$ rel at ed to product s, $45.5 \%$ rel at ed to services, and $4.0 \%$ re I at ed to ot her counsel ing.

Table 2. Total number of cases received and their breakdown

|  | Total No. <br> received | Classifiable <br> cases | Product | Service | Other <br> counseling |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1994 | 448,274 | $417,583(100.0)$ | $217,142(52.0)$ | $182,401(43.7)$ | $18,040(4.3)$ |
| 1995 | 510,566 | $475,626(100.0)$ | $247,981(52.2)$ | $207,499(43.6)$ | $20,146(4.2)$ |
| 1996 | 577,863 | $530,020(100.0)$ | $283,752(53.5)$ | $225,227(42.5)$ | $21,041(4.0)$ |
| 1997 | 611,154 | $564,071(100.0)$ | $284,762(50.5)$ | $256,704(45.5)$ | $22,605(4.0)$ |

Note: The figures in parentheses represent the ratio of product, service and other counseling in relation to the total number of classifiable cases.

Al so, the number of compl ai nt s was 429, 866 ( $76.2 \%$ out of t ot al cl assi fi abl e cases. The nunber and ratio of compl ai nts in recent years have been increasi ng.
< Nunber of counseling cases by maj or categories of products and service>
Tabl es 3 and 4 show the trends of I arge classifications of products and services fromFY1994 to FY1997. During FY1997, cases rel at ed to product s rose by $0.4 \%$ while those rel at ed to services rose by $14.0 \%$ fromthe previ ous year.

Wth regard to products, the largest number of consumer counseling cases were recei ved for the cat egory of "cultur al /entertai nment product s" ( 80,880 ), followed by "househol d product s" $(51,808)$ and "cl ot hi ng" $(41,236)$. Al so, the I argest rate of increase from the previ ous year was regi stered by "product unspecified" (an i ncrease of $13.4 \%$. ( Thi s cat egory refers to cases rel at ed to some product, whi ch
cannot be specified further or which need not be specified.) A high increase was regi ster ed al so by "heal th and sanit ary products" (10.3\%), etc. On the ot her hand, "cl othing" declined by 19. $8 \%$ fromthe previ ous fiscal year.

Next, let us look at the situation for services. The largest number of consumer counseling cases were recei ved for "financial and insurance services" (63,356), followed by "cultural and entertainment services" $(39,480)$, and "transportation and communication services" $(24,574)$.
Table 3. Counseling by product type

|  | 1994 | 1995 | 1996 | 1997 | 1997 increase over the previous year |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Product unspecified | $\begin{gathered} 6,893 \\ (3.2) \\ \hline \end{gathered}$ | $\begin{aligned} & 8,335 \\ & (3.4) \\ & \hline \end{aligned}$ | $\begin{gathered} 10,042 \\ (3.5) \end{gathered}$ | $\begin{gathered} 11,389 \\ (4.0) \\ \hline \end{gathered}$ | 13.4 |
| Food products | $\begin{gathered} 23,238 \\ (10.7) \\ \hline \end{gathered}$ | $\begin{aligned} & 25,710 \\ & (10.4) \\ & \hline \end{aligned}$ | $\begin{gathered} 26,817 \\ (9.5) \\ \hline \end{gathered}$ | $\begin{gathered} 27,124 \\ (9.5) \\ \hline \end{gathered}$ | 1.1 |
| Household products | $\begin{gathered} 47,096 \\ (21.7) \end{gathered}$ | $\begin{gathered} 47,716 \\ (19.2) \end{gathered}$ | $\begin{gathered} 49,666 \\ (17.5) \end{gathered}$ | $\begin{gathered} \hline 51,808 \\ (18.2) \end{gathered}$ | 4.3 |
| Light, heat and waterRelated products | $\begin{aligned} & 3,428 \\ & (1.6) \\ & \hline \end{aligned}$ | $\begin{aligned} & 3,701 \\ & (1.5) \\ & \hline \end{aligned}$ | $\begin{aligned} & 4,015 \\ & (1.4) \\ & \hline \end{aligned}$ | $\begin{aligned} & 4,296 \\ & (1.5) \\ & \hline \end{aligned}$ | 7.0 |
| Clothng | $\begin{gathered} 26,544 \\ (12.2) \end{gathered}$ | $\begin{aligned} & 31,238 \\ & (12.6) \end{aligned}$ | $\begin{aligned} & 51,395 \\ & (18.1) \end{aligned}$ | $\begin{aligned} & 41,236 \\ & (14.5) \end{aligned}$ | -19.8 |
| Health and sanitary Products | $\begin{gathered} 21,512 \\ (9.9) \\ \hline \end{gathered}$ | $\begin{gathered} 25,945 \\ (10.5) \\ \hline \end{gathered}$ | $\begin{gathered} 26,427 \\ (9.3) \\ \hline \end{gathered}$ | $\begin{gathered} 29,146 \\ (10.2) \\ \hline \end{gathered}$ | 10.3 |
| Cultural/entertainment Products | $\begin{gathered} 58,577 \\ (27.0) \\ \hline \end{gathered}$ | $\begin{gathered} 70,979 \\ (28.6) \\ \hline \end{gathered}$ | $\begin{aligned} & 77,721 \\ & (27.4) \\ & \hline \end{aligned}$ | $\begin{gathered} 80,880 \\ (28.4) \\ \hline \end{gathered}$ | 4.1 |
| Vehicles, transportation equipment | $\begin{gathered} 13,476 \\ (6.2) \end{gathered}$ | $\begin{gathered} 15,592 \\ (6.3) \end{gathered}$ | $\begin{gathered} 16,666 \\ (5.9) \end{gathered}$ | $\begin{gathered} 17,031 \\ (6.0) \\ \hline \end{gathered}$ | 2.2 |
| Land, building, Equipment | $\begin{gathered} 15,820 \\ (7.3) \\ \hline \end{gathered}$ | $\begin{gathered} 18,119 \\ (7.3) \\ \hline \end{gathered}$ | $\begin{gathered} 20,353 \\ (7.2) \\ \hline \end{gathered}$ | $\begin{gathered} 21,197 \\ (7.4) \\ \hline \end{gathered}$ | 4.1 |
| Other products | $\begin{array}{r} 558 \\ (0.3) \end{array}$ | $\begin{array}{r} 646 \\ (0.2) \end{array}$ | $\begin{array}{r} 650 \\ (0.2) \end{array}$ | $\begin{array}{r} 655 \\ (0.2) \end{array}$ | 0.8 |
| Total products | $\begin{gathered} 217,142 \\ (100.0) \\ \hline \end{gathered}$ | $\begin{gathered} 247,981 \\ (100.0) \\ \hline \end{gathered}$ | $\begin{gathered} 283,752 \\ (100.0) \\ \hline \end{gathered}$ | $\begin{gathered} 284,762 \\ (100.0) \\ \hline \end{gathered}$ | 0.4 |

Note: 1. Cases of "other counseling" are not classified by product or service, so they are excluded from this table.
2. Figures in the parentheses represent the ratio of the total.

Table 4. Number of counseling cases by type of service

|  | 1994 | 1995 | 1996 | 1997 | 1997 increase over the previous year |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Cleaning | $\begin{gathered} 14,331 \\ (7.9) \\ \hline \end{gathered}$ | $\begin{gathered} \hline 15,124 \\ (7.3) \\ \hline \end{gathered}$ | $\begin{gathered} 14,974 \\ (6.6) \\ \hline \end{gathered}$ | $\begin{gathered} 14,102 \\ (5.5) \\ \hline \end{gathered}$ | -5.8 |
| Rental and lease services | $\begin{aligned} & 19,602 \\ & (10.7) \end{aligned}$ | $\begin{gathered} 19,236 \\ (9.3) \end{gathered}$ | $\begin{gathered} 23,420 \\ (10.4) \end{gathered}$ | $\begin{gathered} 23,653 \\ (9.2) \end{gathered}$ | 1.0 |
| Construction, building, Processing | $\begin{gathered} 14,171 \\ (7.8) \\ \hline \end{gathered}$ | $\begin{gathered} 16,353 \\ (7.9) \\ \hline \end{gathered}$ | $\begin{gathered} 18,666 \\ (8.3) \\ \hline \end{gathered}$ | $\begin{gathered} 18,800 \\ (7.3) \\ \hline \end{gathered}$ | 0.7 |
| Repair,maintenance | $\begin{aligned} & \hline 6,918 \\ & (3.8) \\ & \hline \end{aligned}$ | $\begin{aligned} & 7,502 \\ & (3.6) \\ & \hline \end{aligned}$ | $\begin{aligned} & 7,482 \\ & (3.3) \\ & \hline \end{aligned}$ | $\begin{aligned} & 7,886 \\ & (3.1) \\ & \hline \end{aligned}$ | 5.4 |
| M anagement, safekeeping | $\begin{array}{r} 463 \\ \text { (0.3) } \\ \hline \end{array}$ | $\begin{array}{r} 460 \\ (0.2) \\ \hline \end{array}$ | $\begin{array}{r} 515 \\ (0.2) \\ \hline \end{array}$ | $\begin{array}{r} 585 \\ (0.2) \\ \hline \end{array}$ | 13.6 |
| Service unspecified | $\begin{gathered} 2,813 \\ (1.5) \\ \hline \end{gathered}$ | $\begin{aligned} & 3,386 \\ & (1.6) \\ & \hline \end{aligned}$ | $\begin{gathered} 2,906 \\ (1.3) \\ \hline \end{gathered}$ | $\begin{aligned} & 2,712 \\ & (1.1) \\ & \hline \end{aligned}$ | -6.7 |
| Financial and insurance service | $\begin{aligned} & 32,095 \\ & (17.6) \end{aligned}$ | $\begin{gathered} 37,823 \\ (18.2) \end{gathered}$ | $\begin{gathered} 47,230 \\ (21.0) \\ \hline \end{gathered}$ | $\begin{gathered} 63,356 \\ (24.7) \end{gathered}$ | 34.1 |
| Transportation and Communication service | $\begin{array}{r} 7,201 \\ (3.9) \\ \hline \end{array}$ | $\begin{aligned} & 9,886 \\ & (4.8) \\ & \hline \end{aligned}$ | $\begin{gathered} 16,808 \\ (7.5) \\ \hline \end{gathered}$ | $\begin{gathered} 24,574 \\ (9.6) \\ \hline \end{gathered}$ | 46.2 |
| Educational service | $\begin{gathered} 3,527 \\ (1.9) \\ \hline \end{gathered}$ | $\begin{aligned} & 3,888 \\ & (1.9) \end{aligned}$ | $\begin{gathered} 4,438 \\ (2.0) \\ \hline \end{gathered}$ | $\begin{gathered} 5,300 \\ (2.1) \end{gathered}$ | 19.4 |
| Cultural and entertainment service | $\begin{gathered} 46,318 \\ (25.4) \\ \hline \end{gathered}$ | $\begin{gathered} 51,504 \\ (24.3) \end{gathered}$ | $\begin{gathered} 40,854 \\ (18.1) \end{gathered}$ | $\begin{aligned} & 39,480 \\ & (15.4) \end{aligned}$ | -3.4 |
| Health and welfare service | $\begin{gathered} 14,407 \\ (7.9) \\ \hline \end{gathered}$ | $\begin{gathered} 15,820 \\ (7.6) \\ \hline \end{gathered}$ | $\begin{gathered} 18,014 \\ (8.0) \\ \hline \end{gathered}$ | $\begin{gathered} 20,385 \\ (7.9) \\ \hline \end{gathered}$ | 13.2 |
| Other service | $\begin{gathered} \hline 11,767 \\ (6.5) \\ \hline \end{gathered}$ | $\begin{gathered} \hline 13,587 \\ (6.6) \\ \hline \end{gathered}$ | $\begin{gathered} 13,270 \\ (5.9) \\ \hline \end{gathered}$ | $\begin{gathered} 15,791 \\ (6.2) \\ \hline \end{gathered}$ | 19.0 |
| Homework,side business, Market speculation | $\begin{gathered} 7,613 \\ (4.2) \\ \hline \end{gathered}$ | $\begin{gathered} \hline 11,662 \\ (5.6) \\ \hline \end{gathered}$ | $\begin{gathered} \hline 15,335 \\ (6.8) \\ \hline \end{gathered}$ | $\begin{gathered} 18,798 \\ (7.3) \\ \hline \end{gathered}$ | 22.6 |
| Other administrative services | $\begin{aligned} & 1,175 \\ & (0.6) \\ & \hline \end{aligned}$ | $\begin{aligned} & 1,268 \\ & (0.6) \\ & \hline \end{aligned}$ | $\begin{aligned} & 1,315 \\ & (0.6) \\ & \hline \end{aligned}$ | $\begin{aligned} & \hline 1,282 \\ & (0.5) \\ & \hline \end{aligned}$ | -2.5 |
| Total service | $\begin{gathered} 182,401 \\ (100.0) \end{gathered}$ | $\begin{gathered} 207,499 \\ (100.0) \end{gathered}$ | $\begin{gathered} 225,227 \\ (100.0) \end{gathered}$ | $\begin{gathered} 256,704 \\ (100.0) \end{gathered}$ | 14.0 |

Note: 1.Cases of "other counseling" are not classified by product or service, so they are excluded from this table.
2. Figures in the parentheses represent the ratio of the total.

As for the rate of increase fromthe preceding fiscal year, the Iargest rate of increase was seen for "transportation and cormuni cation services" (an increase of 46. 2\%, "financial and insurance services" (34.1\%), and "hone-based work, si de busi ness, nar ket specul ation" ( $22.6 \%$.
< Nunber of counsel ing cases by subcategory >
When we look at the trends with large classifications in terns of small classification itens, the largest number of consuner counseling cases anong all product s and servi ces up to FY1995 wer e those rel at ed to "I essons and I ect ures" whi ch
cover courses for obt ai ni ng certifications and for ei gn language cour ses.
In FY1996, however, consumer counseling cases for "other financial services" rel at ed to credit sal es company and consumer finance, et c., were nost numer ous, and in FY1997, the tot al exceeded 40,000 cases.

Si milarly, among services, cases rel ated to "life insur ance" and "securities and bonds" became nore than twi ce the number in FY1996. What are the reasons for such i ncr eases? Wth regard to "ot her financi al service, " we saw an i ncr eased number of cases rel at ed to mul ti ple and heavy debt s due to l oans fromconsumer fi nance compani es, and/or vol unt ary bankr upt cies and cases rel ated to fraudul ent practice invol ving pretending to be a kind counseller for sorting and reorgani zing debts.

As for "I ife insur ance" and "securities and bonds," there was a sharp increase in complaints and inquiries from consumers stemming from the large nunber of bankruptcies of insurance compani es and securities compani es during FY1997.

Ot her than the above, a noticeable increase was regi stered by cases concer ni ng "tel ephone and tel egr an" (which increased by $48.4 \%$ from 7,143 cases in FY1996 to 10, 600 cases in FY1997), " ot her transportation and communi cation" such as tel ephone i nf or mat i on servi ces (whi ch i ncr eased by $74.9 \%$ from 5, 410 cases in FY1996 to 9, 460 cases in FY1997).

Behind thi s devel opment is the occurrence of various problens accompanying the rapi d di ssemi nat i on of mobil e communi cat i on servi ces such as portabletel ephones and PHS (Per sonal Handy Systen). Thus, there has been a sudden increase in the number of i nquiries and compl aints fromconsumers who were billed for infor nati on servi ces that they had not used, and compl aints about inter national tel ephone information servi ces.

On the ot her hand, counsel ing cases rel at ed to "I essons and lect ures" such as courses for obtai ni ng certifications have been declining in recent years.

Thi s is partly due to the anendment of "t he Law Concerning Door-to-Door Sal es" in Novenber 1996, whi ch now incl udes regul ation of temarketing.

## 3. Type of counsel ing

Table 5 shows the breakdown of consuner counseling cases by content.
Of the cl assifiable cases, the contents of cases rel at ed to products and services are classified into 15 itens. When a case corresponds to more than one item up to four itens were count ed for a given counsel ing case. Cases for "ot her counsel ing" are not cl assified by content.

Between FY1994 and FY1997, among classifiable cases, those rel ated to "contract/cancellation" accounted for the largest nunber, followed by "selling met hod. "

Table 5. Type of counseling cases (Maltiple counting. Figures in parentheses represent the ratio of total number recei ved each FY.)

|  | Goods |  |  |  | Servi ce |  |  |  | Others |  |  |  | Tot al |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1994 | 1995 | 1996 | 1997 | 1994 | 1995 | 1996 | 1997 | 1994 | 1995 | 1996 | 1997 | 1994 | 1995 | 1996 | 1997 |
| Q assifiable cases | 217, 142 | 247, 981 | 283, 752 | 284, 762 | 182, 401 | 207, 499 | 225, 227 | 256, 704 | 18, 040 | 20, 146 | 21, 041 | 22,605 | 417, 583 | 475, 626 | 530, 020 | 564, 071 |
| Saf et $y$, hygi ene | $\begin{gathered} 12,381 \\ (5.7) \end{gathered}$ | $\begin{gathered} 13,549 \\ (5.5) \end{gathered}$ | $\begin{gathered} 18,082 \\ (6.4) \end{gathered}$ | $\begin{gathered} 16,887 \\ (5.9) \end{gathered}$ | $\begin{aligned} & 2,043 \\ & (1.1) \\ & \hline \end{aligned}$ | $\begin{aligned} & 2,282 \\ & (1.1) \end{aligned}$ | $\begin{aligned} & 2,802 \\ & (1.2) \end{aligned}$ | $\begin{aligned} & 3,514 \\ & (1.4) \\ & \hline \end{aligned}$ |  |  |  |  | $\begin{gathered} \hline 14,424 \\ (3.5) \\ \hline \end{gathered}$ | $\begin{gathered} 15,381 \\ (3.3) \end{gathered}$ | $\begin{array}{r} \hline 20,884 \\ (3.9) \\ \hline \end{array}$ | $\begin{array}{r} 20,401 \\ (3.6) \\ \hline \end{array}$ |
| Qual ity, function, service quality | $\begin{aligned} & 46,325 \\ & (21.3) \\ & \hline \end{aligned}$ | $\begin{aligned} & 51,865 \\ & (20.9) \end{aligned}$ | $\begin{aligned} & 57,751 \\ & (20.4) \\ & \hline \end{aligned}$ | $\begin{aligned} & 55,985 \\ & (19.7) \end{aligned}$ | $\begin{aligned} & 27,268 \\ & (14.9) \end{aligned}$ | $\begin{aligned} & 31,379 \\ & (15.1) \end{aligned}$ | $\begin{aligned} & 33,687 \\ & (15.0) \end{aligned}$ | $\begin{aligned} & 36,064 \\ & (14.0) \end{aligned}$ |  |  |  |  | $\begin{aligned} & 73,593 \\ & (17.6) \\ & \hline \end{aligned}$ | $\begin{aligned} & 83,244 \\ & (17.5) \end{aligned}$ | $\begin{aligned} & 91,438 \\ & (17.3) \end{aligned}$ | $\begin{aligned} & 92,049 \\ & (16.3) \end{aligned}$ |
| Law standards | $\begin{aligned} & 7,154 \\ & (3.3) \end{aligned}$ | $\begin{aligned} & 8,384 \\ & (3.4) \end{aligned}$ | $\begin{aligned} & 9,188 \\ & (3.2) \end{aligned}$ | $\begin{aligned} & 9,092 \\ & (3.2) \end{aligned}$ | $\begin{gathered} 10,533 \\ (5.8) \end{gathered}$ | $\begin{gathered} 10,775 \\ (5.2) \end{gathered}$ | $\begin{array}{r} 12,471 \\ (5.5) \end{array}$ | $\begin{gathered} 13,523 \\ (5.3) \end{gathered}$ |  |  |  |  | $\begin{array}{r} 17,687 \\ (4.2) \end{array}$ | $\begin{array}{r} 19,159 \\ (4.0) \\ \hline \end{array}$ | $\begin{gathered} 21,659 \\ (4.1) \end{gathered}$ | $\begin{gathered} 22,615 \\ (4.0) \end{gathered}$ |
| Price, fees | $\begin{array}{r} 25,582 \\ (11.8) \\ \hline \end{array}$ | $\begin{array}{r} 29,618 \\ (11.9) \\ \hline \end{array}$ | $\begin{aligned} & 31,998 \\ & (11.3) \end{aligned}$ | $\begin{aligned} & 33,664 \\ & (11.8) \end{aligned}$ | $\begin{array}{r} 25,299 \\ (13.9) \\ \hline \end{array}$ | $\begin{aligned} & 27,396 \\ & (13.2) \\ & \hline \end{aligned}$ | $\begin{aligned} & \hline 30,622 \\ & (13.6) \\ & \hline \end{aligned}$ | $\begin{aligned} & 34,672 \\ & (13.5) \end{aligned}$ |  |  |  |  | $\begin{aligned} & 50,881 \\ & (12.2) \end{aligned}$ | $\begin{aligned} & 57,014 \\ & (12.0) \end{aligned}$ | $\begin{aligned} & 62,620 \\ & (11.8) \\ & \hline \end{aligned}$ | $\begin{aligned} & 68,336 \\ & (12.1) \\ & \hline \end{aligned}$ |
| Weight, vol une | $\begin{array}{r} 577 \\ (0.3) \\ \hline \end{array}$ | $\begin{array}{r} 655 \\ (0.3) \\ \hline \end{array}$ | $\begin{array}{r} 694 \\ (0.2) \\ \hline \end{array}$ | $\begin{array}{r} 701 \\ (0.2) \\ \hline \end{array}$ | $\begin{array}{r} 116 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 144 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 162 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 163 \\ (0.1) \\ \hline \end{array}$ |  |  |  |  | $\begin{array}{r} 693 \\ (0.2) \\ \hline \end{array}$ | $\begin{array}{r} 799 \\ (0.2) \\ \hline \end{array}$ | $\begin{array}{r} 856 \\ (0.2) \\ \hline \end{array}$ | $\begin{array}{r} 864 \\ (0.2) \\ \hline \end{array}$ |
| Label i ng, advertising | $\begin{aligned} & 7,608 \\ & (3.5) \\ & \hline \end{aligned}$ | $\begin{aligned} & 8,841 \\ & (3.6) \end{aligned}$ | $\begin{aligned} & 9,496 \\ & (3.3) \\ & \hline \end{aligned}$ | $\begin{aligned} & 9,707 \\ & (3.4) \end{aligned}$ | $\begin{aligned} & 4,180 \\ & (2.3) \\ & \hline \end{aligned}$ | $\begin{array}{r} 5,310 \\ (2.6) \end{array}$ | $\begin{array}{r} 5,321 \\ (2.4) \\ \hline \end{array}$ | $\begin{aligned} & 5,913 \\ & (2.3) \end{aligned}$ |  |  |  |  | $\begin{gathered} 11,788 \\ (2.8) \\ \hline \end{gathered}$ | $\begin{array}{r} 14,151 \\ (3.0) \\ \hline \end{array}$ | $\begin{array}{r} 14,817 \\ (2.8) \\ \hline \end{array}$ | $\begin{gathered} 15,620 \\ (2.8) \\ \hline \end{gathered}$ |
| Selling method | $\begin{aligned} & 73,003 \\ & (33.6) \\ & \hline \end{aligned}$ | $\begin{aligned} & 88,817 \\ & (35.8) \end{aligned}$ | $\begin{array}{\|r\|} \hline 105,817 \\ (37.3) \\ \hline \end{array}$ | $\begin{gathered} \hline 114,409 \\ (40.2) \\ \hline \end{gathered}$ | $\begin{aligned} & 47,391 \\ & (26.0) \end{aligned}$ | $\begin{aligned} & \hline 56,561 \\ & (27.3) \end{aligned}$ | $\begin{aligned} & 53,316 \\ & (23.7) \end{aligned}$ | $\begin{aligned} & 59,504 \\ & (23.2) \end{aligned}$ |  |  |  |  | $\begin{array}{\|r\|} \hline 120,394 \\ (28.8) \\ \hline \end{array}$ | $\begin{gathered} 145,378 \\ (30.6) \end{gathered}$ | $\begin{gathered} 159,186 \\ (30.0) \end{gathered}$ | $\begin{gathered} 173,913 \\ (30.8) \\ \hline \end{gathered}$ |
| Cont ract / cancell at i on | $\begin{gathered} \hline 116,517 \\ (53.7) \\ \hline \end{gathered}$ | $\begin{array}{\|c\|} \hline 136,009 \\ (54.8) \\ \hline \end{array}$ | $\begin{array}{\|c\|} \hline 164,103 \\ (57.8) \\ \hline \end{array}$ | $\begin{array}{r} \hline 164,087 \\ (57.6) \\ \hline \end{array}$ | 110,854 $\begin{array}{\|c\|} \hline(60.8) \\ \hline \end{array}$ | $\begin{array}{\|c\|} \hline 124,210 \\ (59.9) \\ \hline \end{array}$ | $\begin{array}{\|c\|} \hline 141,304 \\ (62.7) \\ \hline \end{array}$ | $\begin{gathered} 166,768 \\ (65.0) \\ \hline \end{gathered}$ |  |  |  |  | $\begin{array}{\|c\|} \hline 227,371 \\ (54.4) \\ \hline \end{array}$ | $\begin{array}{r} 260,219 \\ (54.7) \\ \hline \end{array}$ | $\begin{array}{r} 305,407 \\ (57.6) \\ \hline \end{array}$ | $\begin{gathered} \hline 330,855 \\ (58.7) \\ \hline \end{gathered}$ |
| Cust oner servi ce | $\begin{gathered} 16,769 \\ (7.7) \end{gathered}$ | $\begin{array}{r} 20,444 \\ (8.2) \\ \hline \end{array}$ | $\begin{gathered} 22,068 \\ (7.8) \\ \hline \end{gathered}$ | $\begin{gathered} 22,700 \\ (8.0) \\ \hline \end{gathered}$ | $\begin{aligned} & 20,511 \\ & (11.2) \end{aligned}$ | $\begin{aligned} & 23,341 \\ & (11.2) \\ & \hline \end{aligned}$ | $\begin{aligned} & 25,912 \\ & (11.5) \\ & \hline \end{aligned}$ | $\begin{array}{r} 27,881 \\ (10.9) \\ \hline \end{array}$ |  |  |  |  | $\begin{array}{r} 37,280 \\ (8.9) \\ \hline \end{array}$ | $\begin{array}{r} 43,785 \\ (9.2) \\ \hline \end{array}$ | $\begin{gathered} 47,980 \\ (9.1) \\ \hline \end{gathered}$ | $\begin{array}{r} 50,581 \\ (9.0) \end{array}$ |
| Packagi ng, contai ners | $\begin{array}{r} 335 \\ (0.2) \\ \hline \end{array}$ | $\begin{array}{r} 368 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 386 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 406 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 42 \\ (0.0) \\ \hline \end{array}$ | $\begin{array}{r} 39 \\ (0.0) \\ \hline \end{array}$ | $\begin{array}{r} 54 \\ (0.0) \\ \hline \end{array}$ | $\begin{array}{r} 35 \\ (0.0) \\ \hline \end{array}$ |  |  |  |  | $\begin{array}{r} 377 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 407 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 440 \\ (0.1) \end{array}$ | $\begin{array}{r} 441 \\ (0.1) \end{array}$ |
| Facilities, equi prent | $\begin{array}{r} 239 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 274 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 333 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 315 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 270 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 287 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 351 \\ (0.2) \\ \hline \end{array}$ | $\begin{array}{r} 373 \\ (0.1) \\ \hline \end{array}$ |  |  |  |  | $\begin{array}{r} 509 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 561 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 684 \\ (0.1) \\ \hline \end{array}$ | $\begin{array}{r} 688 \\ (0.1) \\ \hline \end{array}$ |
| Shoppi ng counsel ing | $\begin{array}{r} 10,867 \\ (5.0) \end{array}$ | $\begin{array}{r} 10,556 \\ (4.3) \\ \hline \end{array}$ | $\begin{aligned} & 9,952 \\ & (3.5) \\ & \hline \end{aligned}$ | $\begin{aligned} & 9,160 \\ & (3.2) \end{aligned}$ | $\begin{aligned} & 7,547 \\ & (4.1) \\ & \hline \end{aligned}$ | $\begin{aligned} & 8,583 \\ & (4.1) \end{aligned}$ | $\begin{aligned} & 7,934 \\ & (3.5) \end{aligned}$ | $\begin{aligned} & \hline 7,787 \\ & (3.0) \end{aligned}$ |  |  |  |  | $\begin{gathered} 18,414 \\ (4.4) \end{gathered}$ | $\begin{gathered} 19,139 \\ (4.0) \end{gathered}$ | $\begin{gathered} 17,886 \\ (3.4) \end{gathered}$ | $\begin{gathered} 16,947 \\ (3.0) \\ \hline \end{gathered}$ |
| Know edge rel ated to living | $\begin{aligned} & 8,005 \\ & (3.7) \\ & \hline \end{aligned}$ | $\begin{aligned} & 7,901 \\ & (3.2) \end{aligned}$ | $\begin{aligned} & 6,971 \\ & (2.5) \\ & \hline \end{aligned}$ | $\begin{aligned} & 7,177 \\ & (2.5) \\ & \hline \end{aligned}$ | $\begin{aligned} & 3,810 \\ & (2.1) \end{aligned}$ | $\begin{aligned} & 4,496 \\ & (2.2) \\ & \hline \end{aligned}$ | $\begin{aligned} & 4,390 \\ & (1.9) \\ & \hline \end{aligned}$ | $\begin{gathered} 105,264 \\ (41.0) \\ \hline \end{gathered}$ |  |  |  |  | $\begin{gathered} 11,815 \\ (2.8) \\ \hline \end{gathered}$ | $\begin{array}{r} 12,397 \\ (2.6) \\ \hline \end{array}$ | $\begin{gathered} 11,361 \\ (2.1) \end{gathered}$ | $\begin{array}{\|r\|} \hline 112,441 \\ (19.9) \\ \hline \end{array}$ |
| O her s | $\begin{aligned} & 5,689 \\ & (2.6) \end{aligned}$ | $\begin{aligned} & 6,085 \\ & (2.5) \end{aligned}$ | $\begin{aligned} & 5,388 \\ & (1.9) \\ & \hline \end{aligned}$ | $\begin{aligned} & 4,988 \\ & (1.8) \end{aligned}$ | $\begin{aligned} & 7,760 \\ & (4.3) \end{aligned}$ | $\begin{aligned} & 8,409 \\ & (4.1) \end{aligned}$ | $\begin{aligned} & 7,886 \\ & (3.5) \end{aligned}$ | $\begin{aligned} & 8,037 \\ & (3.1) \end{aligned}$ |  |  |  |  | $\begin{array}{r} 13,449 \\ (3.2) \end{array}$ | $\begin{gathered} 14,495 \\ (3.0) \end{gathered}$ | $\begin{gathered} 13,274 \\ (25) \end{gathered}$ | $\begin{array}{r} 13,025 \\ (2.3) \end{array}$ |

## 4 . Speci al selling met hod

Table 6 shows the nunber of counsel ing cases concerning "speci al selling ret hod" and their component ratio. In FY1997, in addition to the conventional "door-todoor sal es," "nail-or der sal es," "pyramid and quasi-pyramid sal es," and "other non- st ore retail," listed are cases rel at ed to "tel emarketing, " "negative option" ( a busi ness oper at or sends unsol i cited mer chandi se to a consuner and unl ess the cons umer sends it back or states that he will not purchase it, he is later billed for the price of the merchandise based upon the assumption that he agreed to buy it), "store selling," and "others".

Table 6. Trends in number of cases related to special methods of selling

|  | 1994 | 1995 | 1996 | 1997 |
| :--- | :---: | :---: | :---: | :---: |
| Store selling | - | - | - | 186,905 |
| Door-to-door sales | 86,062 | 97,324 | 100,350 | 125,116 |
| Mail-order sales | 53,634 | 69,625 | 66,128 | 50,952 |
| Pyramid and quasi-pyramid sales | 9,629 | 11,506 | 14,881 | 19,458 |
| Telemarketing | - | - | - | 41,812 |
| Negative option | - | - | - | 6,390 |
| Other non-store retail | 4,690 | 5,209 | 6,429 | 11,950 |
| Others | - | - | - | 121,485 |

