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Definition of the parties in the retail sale and purchase agreement

In the article the authors examine the peculiarities of legal status of the parties in the retail sale and purchase agreement.

The authors analyze the peculiarities of consumer protection in the sale and purchase relations on the basis of current legislation.

Actuality of the purchase and sale retail contract as an institution of civil law indicate the necessity to improve its legal regulation and grows due to expansion extent of its usage, narrowing of regulating sphere of this contract by administrative methods, licensing principle realization of regulatory relations and in the context of improving consumer protection.

The authors made a conclusion that contraction of purchase and sale contract in the retail trade network has certain peculiarities compared to the general rules of civil law, as from the correct purchase and sale contract conclusion, determine by parties its content may depend on the possibility of implementing of rights protecting by consumers.

Key words: retail sale, contract retail sales, consumer, seller, buyer, retail network.