ABSTRACT

When we consider the evolution of commercial law and the role of Thai government from the past to the present, it is clear that the Thai government had a policy to intervene and control almost all business activities for different reasons and necessities in each era and situation. This government intervention and control made the expansion of trade and investment in Thailand somewhat difficult.

The purpose of this study is to examine the Cement and Steel operators' perception of the impact of the Trade Competition Act B.E.2542 by using survey method and using the questionnaire. This study would like to know whether Cement and Steel operators agree or disagree with this ACT, and also would like to know the attitude of both industries whether this ACT will be an obstacle in doing their business, whether there are different point of view on the ACT, as well as how Cement operators and Steel operators react to that law.

However, after interviewing 7 Cement operators and 8 Steel operators, the researcher found that both industries agree with the ACT. They agree with the measurement that “business operators cannot join with the others in making an agreement to take over or control the market” because joining with other operators to control the market will make small operators unable to compete. However, they think that some measurements of the ACT will also impede their future business activities such as merger and acquisition plans. The result from hypothesis 7, finally, shows that Cement and Steel operators intend to perform their business activities abided by this ACT.

Nevertheless, this research encountered a limitation during collecting data, that is: almost all respondents do not know the Trade Competition Act. When those
respondents were asked to answer the questions about the law, they tried to answer them in the positive way. Besides, the information getting from the interview might not be the same as what the respondents are actually thinking about because to answer the questions candidly could be harmful to the companies’ strategies or plans.