ABSTRACT

This independent research paper aims to study the principle and concept of consumer protection on electronic commerce, especially, the advertisement of the electronic commerce on the internet that Thailand does not have sufficient specific law about the consumer protection on electronic commerce and the insufficiency of the specific organization to monitor or protect the consumers, which most of the internet users on electronic commerce do not have enough acknowledgment about the electronic commerce on the internet.

Furthermore, Thailand does not have the self-regulatory to protect and give the confidence to the consumers that the consumer's confidence is the important factor of the consumer's decision. These are the factors that affect the growth of the number of consumers who use electronic commerce and the development of the electronic commerce in Thailand. Although, the electronic commerce does not favor but in a little number of consumers, they got a lot of damage from purchase goods through the internet.

Consequently, the government and other sectors should concentrate to the problems of the consumers by:

1. The Thai Government should amend and issue a new law of consumer protection about the advertisement of the electronic commerce on the internet and setting up a specific organization to protect internet users.

2. The industry sector should have self-regulatory.
3. The Government and private sectors should campaign and give the education about the electronic commerce on the internet to consumers.