

Independent Research Title: The Consumer Protection on Electronic commerce:  
case study of the Advertisement on the Internet

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## ABSTRACT

This independent research paper aim to study principle and concept of the consumer protection on electronic commerce especially, the advertisement of the electronic commerce on the internet that Thailand does not have sufficiency of the 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 effect to the growth of the number of consumer who use electronic commerce and the development of the electronic commerce in Thailand. Although, the electronic commerce does not favorite but in a little number of consumers, they got a lot 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.

