

Thesis Title : Alternative Dispute Resolution in consumer Protection Case: Case Study on Damage Arising from Unsafe Products

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ABSTRACT

The research aims to study the problem because to development for consumer right, Law in protecting consumers who are damaged from unsaved products in Thailand is changed in order to bring a law suit against a defendant in court for a lawsuit of protecting consumers such as Product Liability Act in 2008 and in Procedure in Consumer Case Act in 2008. In addition, this law not only brings a right to consumers but also lets a law suit against a defendant much more convenience for consumers.

The research found the alternative dispute resolution-ADR that is popular so much in foreign countries. Alternative processes for rejecting disputes outside a court consist of these points: Negotiation, Mediation, Conciliation and Arbitration. Nowadays, Thailand brings disputes outside a court to apply case study for protecting consumers who get some damages from unsaved product of public company and private company but it is not popular and successful like foreign country.

Finally, the solution by bringing alternative of rejecting dispute applies with protecting consumer in unsaved product cases. It is useful with every parties including consumer, entrepreneur. Moreover, it reduces court duty for judging cases. It is necessary to find a suitable method. Institution should be fair, creditable and trusted as well as it should have a unit which allow alternative in rejecting dispute outside court. Since consumer- protecting committee institution as public is expert to solve consumer problem, it should be media for rejecting dispute

outside court by linking between project of rejecting dispute outside court and committee in 'Rule of government Act in 1991'. Its objective is rejecting dispute of people in their area by using this rule in order to reduce cases in the court.

