

Independence Study Paper Title : Protection of Consumer in Electronic Contract:
Case Study of Disclosure of Information on
Product and Sellers

Author : Mr. Chatnarongchai Sirikul

Major : Master of Laws (Business Law)

Academic : 2010

Advisor : Professor Phijaisakdi Horayangkura

ABSTRACT

The objective of this research is to focus on the problem of the Protection of Consumer Order in Electronic Contract in order to gain information on Products and Sellers. Presently, Thailand has insufficiency of the specific law about the protection of consumer in electronic contract. In this regard, we should analysis the problem of Consumer Protection of Thailand and surveying what would be the implication if the foreign Consumer Protection in the context of electronic commerce law is applied in Thailand. In order to find an appropriate pattern of Consumer Protection in the context of electronic commerce contract to improve in the Thai Consumer Protection Law.

From the analysis, it found that Thailand does not have specific law to protect the consumers who engaged in electronic commercial contract. This is the factor that effect to the growth of the number of consumer who use electronic commerce and the development of the electronic commerce in Thailand.

This study presents the purposed recommendation on amendment of Thai Consumer Protection Act B.E. 2522 to protect the consumer in electronic contract. Additionally, to set up a regulation in using a Trustmark will also help to convince consumers before entering into electronic commercial contract.