

THEMATIC TITLE	LEGAL PROBLEMS WHICH CONTROL THE SALE OF ALCOHOL ONLINE
KEYWORDS	SELLING/CONTROL ALCOHOLIC BEVERAGE/ONLINE
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ABSTRACT

This study aimed to study problems on laws to control online alcoholic beverage selling which causes the problems on controlling place, date, and time to prohibit selling, the problems on specifying the minimum age of purchasers, the problems on controlling advertisements, and the problems of the liquor license. This thesis analyzed and compared controlling laws and measures between Thailand and foreign countries and provide approaches to solve the problems to issue the laws to control online alcoholic beverage selling of Thailand.

According to the study, at present Thailand does not have specific laws online alcoholic beverage selling. Although Alcoholic Beverage Control Act B.E. 2551 and Excise Act B.E. 2560 which are the applicable laws will have measures to control alcoholic beverage selling, they are not applicable for online alcoholic beverage selling appropriately. However, Commonwealth of Australia and New Zealand have laws on online alcoholic beverage selling which determines approaches to control place, date, and time, and check age of the purchasers. According to the advertising control, French Republic prohibits alcoholic beverage advertising through internet media containing youth strictly. In case of the liquor license system, French Republic and United Kingdom of Great Britain put emphasis on qualification of people requesting the liquor license as a tool to control alcohol beverages efficiently.

Therefore, the researcher provided approaches to control online alcoholic beverage selling by revising Alcoholic Beverage Control Act B.E. 2551 and adding the definition of direct marketing to explain the meaning to include online alcoholic beverage selling, place, date, and time control by

prohibiting from delivering alcoholic beverages to the specified place, date, and time according to Alcoholic Beverage Control Act B.E. 2551, determination of seller's roles in checking age of the purchasers during merchandising and delivering, prohibiting advertisements to children and youths for persuasion, as well as revising the liquor license types according to Excise Act B.E. 2560. This is to cover online alcoholic beverage selling, revise criteria and conditions of issuing the liquor license to select qualification of people requesting the liquor license by being trained legal knowledge on alcoholic beverage selling and responsible for the society as a whole to further enforce on online alcoholic beverage selling efficiently.