

THESIS TITLE	PROBLEMS OF LAW ENFORCEMENT RELATING TO ONLINE TRADING FOR SUPPLEMENTARY FOOD
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ABSTRACT

This thesis studied the “Problems of Law Enforcement Relating to Online Trading for Supplementary Food” Business of selling online food supplement is one of businesses in type of direct sales; it has the nature of bringing goods and service to advertise to create creditability and boast about product properties, to exaggerate the properties of product exceeding the fact and wishing to find members to join in the network more than selling of products. Even though the law determines measures to control products, it was found that there was wrong doing continuously.

From the study, it was found that business of selling online food supplement has expanded continuously. This study compared Thai laws with foreign laws, especially the United Kingdom, Commonwealth of Australia, People's Republic of China and Japan, these countries have strict and serious laws with network business. This is different from Thailand. The reason may be that the Direct Sale and Direct Marketing Act, B.E. 2545 (2002) and the Amendment, the Direct Sale and Direct Marketing Act (No.3) B.E. 2560 (2017), Consumer Protection Act, B.E. 2522 (1979) and the Amendment, Consumer Protection Act (No.3) B.E. 2556 (2013) which are in enforcement currently are not effective enough. Sometimes it cannot punish entrepreneurs, because in some cases, the injured persons become members voluntarily as they believed that such business will make a lot of income and make better living. This cause difficulty to suppress and stop the committing of offence against the law. The law in enforcement cannot prosecute with direct sales business entrepreneurs having nature

of fraud, or do not have objectives to sell products and it cannot protect and remedy consumers effectively especially online product sales.

The author recommends that there should be amendment of the relevant laws. There should be amendment of the Direct Sale and Direct Marketing Act, B.E. 2545 (2002) and the amendment of the Direct Sale and Direct Marketing Act (No.3) B.E. 2560 (2017). In the Act, there should be provisions and measures to control direct sales entrepreneurs, independent distributors, direct sales agents, as well as expanding of authority and duty of relevant officials to make more effective. There should be amendment of the Consumer Protection Act, B.E. 2522 (1979) and the amendment, Consumer Protection Act (No.3), B.E. 2556 (2013), so that there is provision RE: “Consumer Protection Fund” to provide financial support or expense to help and remedy damage primarily to consumers who are victims of business entrepreneurs who breach the right before the case is brought to court of law and to enforce the law on online selling of food supplement to be more effective.