

THESIS TITLE	LAW SUPPORTING CONSUMER PROTECTION OF ASEAN
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ABSTRACT

This thesis aims to study the law supporting consumer protection of ASEAN because trading among ASEAN involved with dealers or entrepreneurs and consumers therefore leads to the consumption problems. The consumers in ASEAN will also take the consumer position as well. If consuming products or service and a defect is detected which leads damages to the consumers, it will raise an issue which law or measure should be enforced to protect the consumers.

The findings were shown as follows: (1) Regarding the problems on the definition of ASEAN consumers, at present there are no laws providing the definition and it leads each country in ASEAN to bring their own laws for consumer protection enforcement. This results in clarity and efficiency of consumer protection case in ASEAN; (2) Regarding the problems on ASEAN consumer rights, at present trading and exchanging products or services might encounter that some cases are inconsistent with the intention of trading and exchanging products and services, which leads to the conflict and brings into the process of judgment. Each country in ASEAN has set up the consumer protection law specifically for domestic enforcement; therefore, it requires to apply its consumer protection law to enforce with the conflict related to population or consumers who are the people of its country. However, the law of each country has been issued for its domestic enforcement which is appropriate and conforms to its internal context; (3) Regarding to making the contract of ASEAN consumers, the terms in making the above contract are the criteria emphasizing business operation between one party acting as the consumer or entrepreneur selling the products in his country and the other party is not the consumer in inside or outside its country. The contract form appears to benefit its domestic consumers leading to disparity and unfairness.

Therefore, the researcher would like to propose the guidelines of law supporting consumer protection of ASEAN in terms of the definitions of ASEAN consumers, ASEAN consumer rights and making the contract of ASEAN consumers.