

THESIS TITLE	LEGAL MEASURES RELATING TO CONSUMER PROTECTION FOR ADVERTISEMENTS IN CLMVT COUNTRIES
KEYWORDS	PROTECT CONSUMERS/ADVERTISEMENTS/CLMVT
STUDENT	AUKKARACHAIWUTH SHOOKPREEDAH
THESIS ADVISOR	DR. SIWAPORN SAOWAKON
LEVEL OF STUDY	MASTER OF LAWS BUSINESS LAW
FACULTY	SCHOOL OF LAW SRIPATUM UNIVERSITY
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ABSTRACT

This thesis is qualitative research by using documentary research methods. This thesis studies the legal measures relating to consumer protection for advertisements in CLMVT countries and also aims to (1) investigate background, principles, and theories related to consumer protection for advertisements in CLMVT countries, (2) explore legal measures of Thailand and the foreign countries on consumer protection for advertisements in CLMVT countries, (3) analyze the problems and obstacles on consumer protection for advertisements in CLMVT countries, and (4) propose approaches to solve the problems on consumer protection for advertisements in CLMVT countries.

The findings were as follows: (1) Regarding the problems of advertisement definition, the CLMVT countries specify their own definition of “advertisement”; (2) Regarding the legal problems of the rights of advertisement, the CLMVT countries stipulate the rights of advertisement to be appropriate for their own people; (3) Regarding the problems of the advertising committees, the CLMVT countries do not issue the provisions on the Central Advertising Committees; and (4) Regarding the problem of roles and duties of the advertising committees, the CLMVT countries do not legislate the roles and duties of the Central Advertising Committees leading consumer protection for advertisements in CLMVT countries to be appropriate to be enforced with their own people, as well as the lack of the central standard and equality among the CLMVT countries.

Therefore, the researcher would like to propose the central law on consumer protection for advertisements in CLMVT countries as follows: (1) definition of “advertisement,” (2) rights of advertisement, (3) the advertising committees, and (4) duties and roles of the advertising committees.