

ABSTRACT

Thesis Title : Efficiency and Measures Concerning Price-fixing and
Antimonopoly Under the present thai law
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Degree Sought : Master of Laws
Academic Year : 1998
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The purpose of the Price Fixing and Antimonopoly Act B.E. 2522 is to protect consumer interests and prevent unreasonable pricing of goods and service. To carry out the purpose, the government have to supervise on pricing, any mergers constituting monopoly, as well as any restraints of competition in business operation having manner of taking advantage of consumer as a whole. As the matter of fact that there are changes in social, economic and political environments, in the same time, the current law may have some difficulties coping with the up-to-date situations as it has come into force for a long period of time. The major objective of this study is to proof whether the current Price Fixing and Antimonopoly Act can still efficiently protect consumer interests and prevent them from unfair pricing and monopolistic business or not. This study will also propose solutions dealing with the arising problem by stipulating appropriate and efficient measures.

The study found that the Price Fixing and Antimonopoly Act B.E. 2522 has not complied with the current situation due to its loopholes ; namely, the inability to protect consumer to have a fair price, its provisions in regard of unreasonably causing the price higher or lower is obscure, measures issued under this law could not properly meet the antimonopoly policy, as well as, inefficiency in ceasing or correcting the wrong behavior.

Thus, it is essential to reform this law to cope with the current situation, especially in protecting consumer from being taken advantage in term of pricing. To achieve efficient action, the Government must implement both legal and administrative measures simultaneously. Its provisions must be reformed to be more clear-cut in order to avoid interpretation problem in implementing this law.