

## ABSTRACT

Thesis Title : Enforcement of Labelling Provisions According to  
the Consumer Protection Act B.E.2522

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Consumer Protection Act B.E. 2522 contains the clear and precise provisions that protect for the rights of consumers from the ham of unsafe products and promote fair and just process for consumers' redress. However, substance and process of law enforcement particularly those pertaining to labeling do not effectively give real protection to consumers.

This research was therefore conducted to clarify ways and means, legal principles and law enforcement obstacles pertaining to labeling provisions. It employed documentary research methods of consultation with original legal sources as well as scholarly literatures such as legal articles and legal drafting documents. The result of the research reveals various problems, obstacles and conflicts which cause the inefficiency of consumer protection agencies. They are, for examples, substantive deficiency for the exact descriptive requirements of label; procedural inadequacy with regard to the burden of proof; enforcement organization; and, redress and grievance proceedings.

Author analyzed the situations and makes notes with recommendations. The most important recommendations are as follows: Legal provisions dealing with label should be revised. The amendments should clarify the label's requirements; specify the shift of burden of proof of the true fact pertaining to the merchandises to the product's owner; reform of enforcement organs by including consumer representative as well as NGO's; promoting the organization of consumers for the purpose of strengthening consumers' powers in dealing with producers for the purpose of fair and just competition and distribution of goods and services.