

C852159

ADVERTISING

# #

: MAJOR

KEY WORD: VIOLATION / AVERTISEMENTS PROVISION / CONSUMER PROTECTION ACT 1979

PANATTA JUNCHAI : THE VIOLATION OF ADVERTISING PROVISION UNDER THE CONSUMER PROTECTION ACT OF 1979. THESIS ADVISOR : M.L. VITTRATORN

CHIRAPRAVATI, Ph.D. THESIS CO-ADVISOR : SUSOM SUPANIT, ASSO. PROF.

86 pp. ISBN 974-635-653-4

The objectives of this thesis are: 1) to study advertising provision under the Consumer Protection Act of 1979; 2) to delve the opinions of those who are in the advertising industry towards the advertising control under the Consumer Protection Act of 1979; and 3) to study the causes of the problems and the ways to solve them. A review of advertising monitoring subcommittee's rule from 1992 to 1995 and depth interview of the subcommittee and creative men were conducted.

Results indicate that: 1) False or overclaim and misleading advertising are frequently founded in public. Most of them are communication equipments and usually created by small companies. 2) The inefficient operation of the subcommittee in enforcing the Consumer Protection Act of 1979 are caused by: red tape, inadequate officers, limited budget, difficulty of the legal language in the Consumer Protection Act of 1979 and incorporated advertisers.

In conclusion, the ways to solve all problems are: 1) the consumer protection office should be independent and more powerful by getting more staff and more budget; 2) the subcommittee and the advertisers should cooperate in setting seminars to exchange opinions to each others; and 3) the advertisers should not only pay more attention in studying the rules in running the advertising business but also avoid violating them.

ภาควิชา.....

สาขาวิชา.....

ปีการศึกษา.....

ลายมือชื่อนิสิต.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....