

## Abstract

The current of mass consumption has varied feature and production from the pass. Manufacturing industry did not concern consumer consequences till there is consumer damage and it takes undue advantage from consumer that their incaution to cause their response for civil law and criminal law, and another in case that consumer use the product or service. It also braking consumer's rights, it is a cause direct damage to consumer. The Manufacturing has to take responsibility for their act by the law. In order to restrains and protects any consumer damage at present or future. Actuary consumer can sue proceed with reckless manufacturing by their self but it's not accomplishment because consumer don't have legal knowledge or the legal procedure don't cover consumer's rights, and government agency whom have direct authorize still have their problems procedure such as duplicate authorize procedure that have their own responsible before, and lack of knowing how to manage with manufacturing whom break consumer's rights that it cause audit problems and assist consumer damage effect and government agency will launch their work when there are consumer damage occur that it too late to assist consumer.

The current of mass consumption have to expand the role and the rights and it should have community participate follow the constitution law and assert consumer authority. There are many admit consumer organization that establish in Association or Foundation that they have objective in assert consumer rights and resist unfair business competition follow The Consumer Protection Act 1979 A.D.. The Organization have importance role to assert consumer rights to cause assent consumer rights should have many opinions come from all agency section for settle condition of assert consumer rights that assert consumer organize as in agency of consumer when have to take care consumer rights in many ways such as suggestion right, claim rights, consumer agency rights in the case but assert consumer organize can't to operate as in agency of consumer cause have many limitation by law and they don't have authorize by law that force business give necessary information for case. But Government agency

have authorize by law such as summon notice their information, and if the assert consumer organize have authorize by law, it will conflict with Thai criminal procedure law that whom take authorize for manage in case like these, there is only Government agency. And it will cause law procedure problems, and it might be tool for private business in order to persecute business competition or conspire to make a case agreement for their own benefits that limited criminal authorize procedure of assert consumer organization. So Criminal authorize procedure is the power of Government agency and settle assert consumer organization is assistance government agency in the case in order to effective in criminal procedure law because these organization have knowledge and new technologies that can help government agency and audit unfair procedure government agency.

Assert consumer organization's operate should have attend to watch manufacturing, behavior and audit business should not break the consumer rights and accept consumer claim that take effect by manufacturing in order to report to government agency take responsible, give suggestion to people for use product and services, expand knowledge and any research for consumer. Assert consumer organization process, government have to support the organization by give budget for their procedure. So Importance things, government should have many opinions and participate of sanction for effective assert consumer and social changing.