

Abstract

At the present, one thing to note that the business is forced by the competition along with fairness in business, advertisement can be most effective ways to represent the products or services. By mentioning effects come from sharp competitions among businesses; however, usually the advertising strategy on consumers in various ways in response to marketing which is demonstrated the public in advertising and public relationship in such television, newspaper, magazine, and radio. In order to make the profit and money for businessmen, they may also try to conceal such image, sound, concealing in different types of advertising carried to conversations, activities, and interviews. The concealment of advertising mentioned above, the concealment of any ad may exploit and promote for sales in particular, commodity products such as food supplements for beauty, white skin, and brain. Those effects on commerce, these matters are to be controlled; those ads have been found to be deceptive, unfair, and false affecting the consumers. Regarding control of concealed advertisement, this position is not in forced. In addition, the concealment of advertisement has modernized in various types to lower costs and then avoided legal limits. The matters claim that the jurisdiction to cases, it does not appear to control deceptive advertisement including the penalty of law in relevant to, it is inefficient subject to the problems. Hence, the law should have made significant improvement with tighten formation and forced under determined law in advance. There is no any public to control those false or concealing in advertising even controlling all ads or the violation of trade practice rules. The companies tend to use advertisement to reduce costs and avoid legal limits related to the control and advertising methods. Consequently, it should have made the improvement of acts compatible with the truth and more efficiency.

Keywords: concealment of advertisement, jurisdiction, legal limits

บทนำ

ความเป็นมาและความสำคัญของปัญหา

ในการประกอบธุรกิจปัจจุบันมีการดำเนินการและแข่งขันทางการค้าสูง จึงต้องมีการโปรโมทหรือนำเสนอสินค้าในรูปแบบต่าง ๆ มากมาย รวมไปถึงมีการโฆษณาเพื่อให้เห็นถึงคุณสมบัติของสินค้าในแต่ละอย่างว่ามีคุณภาพดีอย่างไรบ้าง ทางด้านเศรษฐกิจผู้ประกอบการหรือผู้ประกอบการย่อมต้องมีการแข่งขันกันในด้านโฆษณาสินค้าเพื่อให้สินค้าของตัวเอง มีการจำหน่ายหรือมีการ