



**Strengthening Online Consumer Protection Laws in  
Sri Lanka: Lessons from United Kingdom & Indian  
Jurisdictions**

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## ABSTRACT

### Strengthening Online Consumer Protection Laws in Sri Lanka: Lessons from United Kingdom & Indian jurisdictions

The growth of e-commerce in Sri Lanka cause many challenges to traditional legal regime. Online consumer protection law has become the most speaking subject in the world .It is heavily connected with cyber security law. With the rapid development of the information technology and the advent of the smart telephony world has come to the palm of the people and usage of online services are increasing in an every second. But, on the other hand, it is evident that online consumers are facing more vulnerabilities than offline consumers. Information Disclosure, Privacy, lack of security and dispute resolution are some of the key challenging issues which online consumers have to deal with today. This thesis discusses that many ways available to strengthen the online consumer protection laws to protect the rights of the e-consumers.

Accordingly, issues faced by e-consumers have been addressed in both international and domestic legal system. Among many progressive developments, European Union, United Kingdom and Indian examples provide more advance mechanisms for protection consumer rights in electronic transactions. However in Sri Lankan context, the Consumer Affairs Authority Act or Electronic Transaction Act or any other legislation do not provide any specific protection against the violation of consumer rights in an electronic environment. Therefore, this paper aims to investigate the developments in the European Union, United Kingdom and Indian examples in the light of online consumer protection.

The research examines the gaps of the existing legal regime and findings will be compared with the selected jurisdictions in order to propose recommendations to fill the lacunas of existing legal regime in Sri Lanka. Desk review method and qualitative method is used as the main research methodologies.

Finally, adhering to the international standards, the paper makes key suggestions for policy and decision makers to overcome these challenges. The thesis propose mainly one piece of legislation which is compromised all necessary parts of law to safeguard the online consumer.

**KEY WORDS:** Online Consumer Protection, E-commerce, Sri Lankan law, European Union, UK, India