

## A Study on Challenges Encountered by the Consumer Affairs Authority in Protecting Consumer Rights in Sri Lanka

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It is a human being who becomes a consumer and hence all rights related to a human being should apply to a consumer as well. Accordingly, modern democratic states have accepted that consumer rights should be treated as legal rights. In Sri Lanka, there is machinery including laws, acts and regulations working towards this end. The main objective of this research is to study the questions, challenges and requirements faced by the Consumer Affairs Authority in protecting consumer rights. Head Officee of the Consumer Affairs Authority in Colombo was selected as the subject of study. Under the simple and probable model system, 10 officers engaged in various jobs, working in Consumer Affairs and responsible for consumer rights, 20 persons from two Consumer Organizations Centered on Consumer Authority in Colombo, and 10 businessman from the area were selected. Questionnaires, interviews, letters, reports, documents and the internet were used to obtain, to collect data. For the overall data analysis, descriptive system was used. The study indicated that dearth of resources, ignorance on the part of the public, unnecessary political interference, lack of strong consumer organizations. Moreover, the results also showed that due to problems of security it has become difficult for the Consumer Authority to safeguard consumer protection. In order to avoid these shortcomings, steps should be taken to create a consumer protection policy and include a policy of creating advisory centers in the school curriculum.

**Keywords:** Consumer, Consumer Affairs Authority, consumer rights, human rights, policy