



# CONSUMERS ASSOCIATION OF SINGAPORE

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## MEDIA RELEASE

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**For Immediate Release**

**20 November 2023**

### **Public awareness of consumer issues increased in tandem with consumers' perception of consumer rights and enforcement: CASE survey**

Public awareness of consumer issues has increased in the past few years while more consumers say that they have a positive perception of consumer rights and the enforcement of consumer-related laws, according to a survey commissioned by the Consumers Association of Singapore ("CASE").

In the survey of 1,507 respondents conducted by an independent research consultancy between February to June 2023, about 62.6 per cent said they are aware of CASE. This is an increase from 52 per cent in a similar survey conducted by CASE in 2020<sup>1</sup>.

The awareness of the Consumer Protection (Fair Trading) Act ("CPFTA") increased by 15 per cent (from 24.1 per cent to 39.1 per cent), while the awareness of the Lemon Law rose by 1.7 per cent (from 44.9 per cent to 46.6 per cent) in the surveys<sup>2</sup>.

Overall, the higher levels of public awareness have corresponded to an increase in public perception of consumer rights from 55.6 per cent in 2020 to 63.4 per cent in 2023.

The survey findings were released by CASE on 20 November 2023.

CASE's intensified efforts in consumer education, dispute resolution and advocacy in recent years are paying off as seen by the increase in public perception and public awareness of consumer issues in Singapore. Through these efforts, more consumers were exposed to news and information on consumer rights on mainstream media and the Internet.

CASE commissioned the surveys to assess public awareness of consumer issues and public perception of consumer rights in Singapore and to identify gaps and priority areas where more could be done to enhance awareness and perception.

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<sup>1</sup> The number of respondents for the 2020 survey was 1,508.

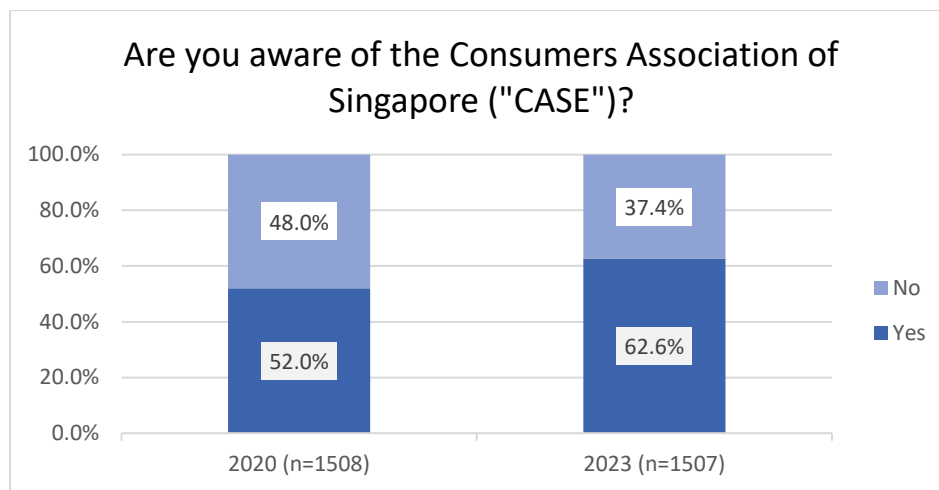
<sup>2</sup> The Lemon Law refers to Part 3 of the CPFTA, which provides consumers with additional rights in respect of non-conforming goods.

The 2023 survey comprised face-to-face interviews with respondents who were representative of the Singapore population based on housing type, age group, ethnicity and gender. Focus group discussions (“FGDs”) were conducted to supplement the surveys.

### **Public Awareness of Consumer Issues**

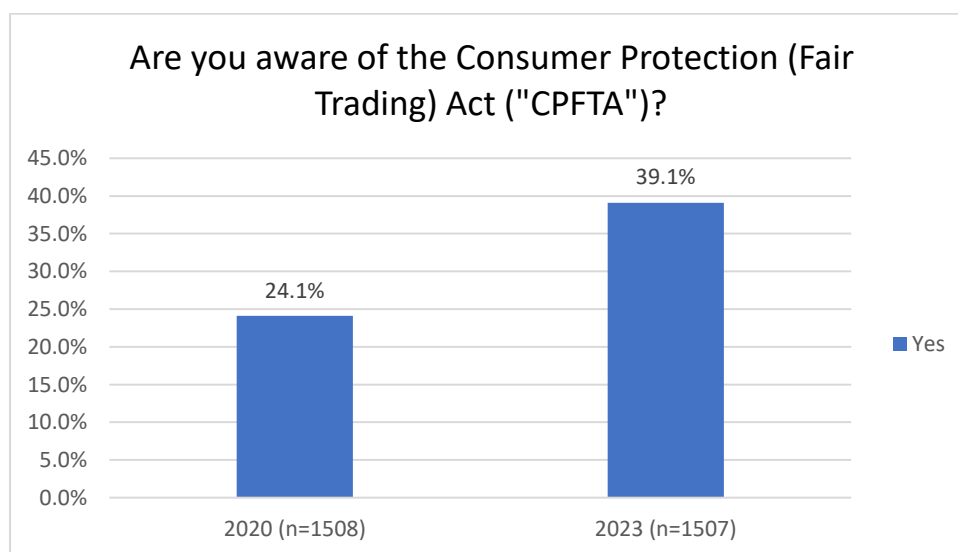
Public awareness of CASE increased by 10.6 per cent from 52 per cent in 2020 to 62.6 per cent in 2023.

Respondents who were aware of CASE acknowledged CASE’s effectiveness in handling consumer disputes and generally believed that CASE’s involvement would improve their chances of achieving a satisfactory outcome. Respondents also generally expressed a positive inclination towards recommending CASE to other consumers for dispute resolution.



*Fig. 1 Findings on awareness of CASE (2020 and 2023)*

Public awareness of the CPFTA recorded the biggest increase of 15 per cent from 24.1 per cent in 2020 to 39.1 per cent in 2023. Public awareness of the Lemon Law increased by 1.7 per cent from 44.9 per cent in 2020 to 46.6 per cent in 2023.



*Fig. 2 Findings on awareness of CPFTA (2020 and 2023)*

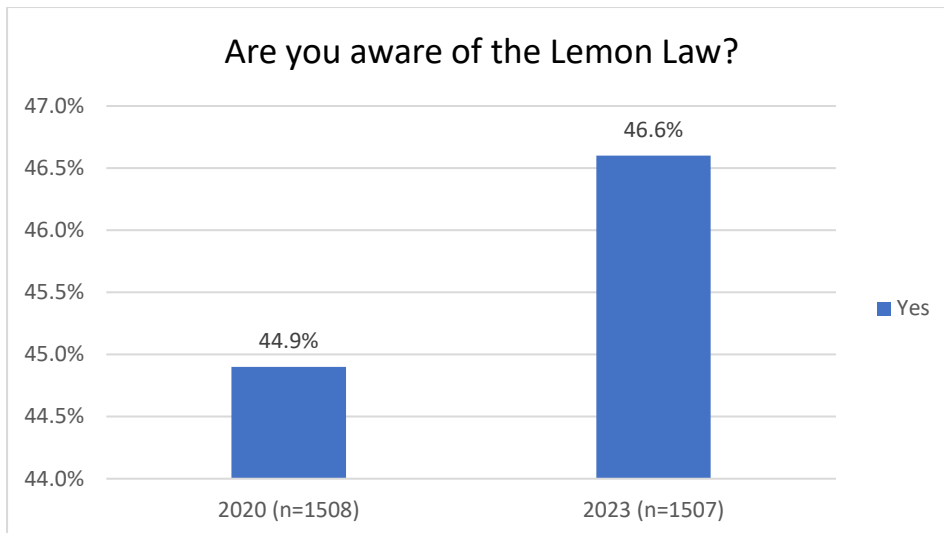


Fig. 3 Findings on awareness of the Lemon Law (2020 and 2023)

Despite an increase in awareness, respondents demonstrated varying levels of knowledge about the specific role of CASE and the coverage of the CPFTA and the Lemon Law. While some respondents were familiar with CASE and its functions, others had limited knowledge or had never heard of CASE before.

### **Public Perception of Consumer Rights**

The 2023 survey also found improvements in consumer sentiments regarding a series of seven statements about consumer rights and enforcement of related laws in Singapore compared with findings in 2020<sup>3</sup>. Public perception is determined based on the percentage of respondents that provided an average rating of eight points across the seven statements.

The biggest increase was a 13.6 per cent increase from 53.4 per cent in 2020 to 67 per cent in 2023 for respondents who felt there are various avenues for consumers to seek help from when they encounter disputes against businesses.

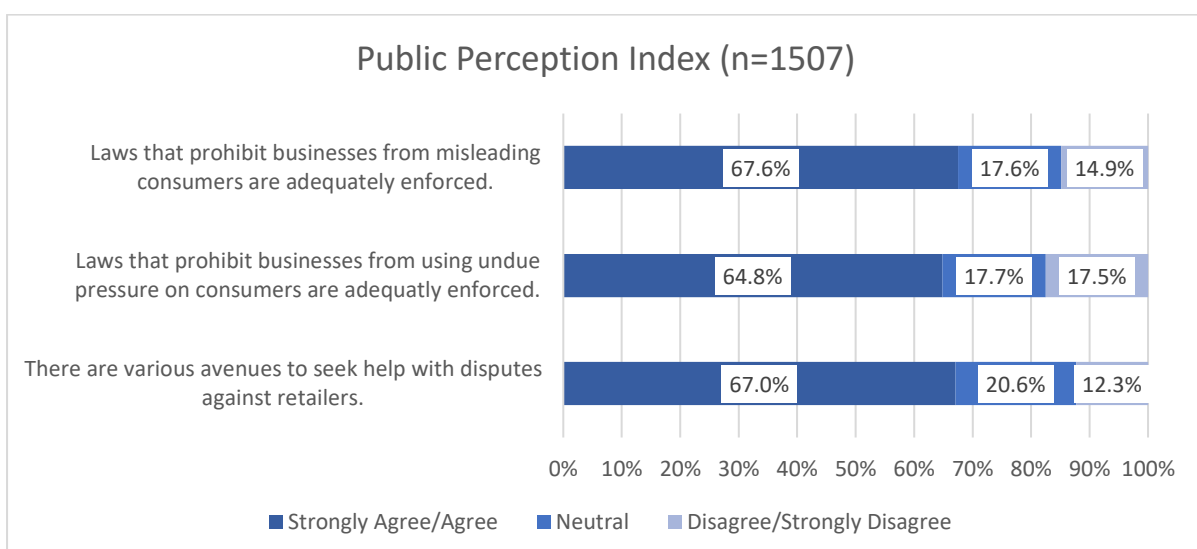


Fig. 4 Findings on sentiments on public perception

<sup>3</sup> Refer to Annex A for the seven statements making up public perception.

There was a 10.4 per cent increase from 54.4 per cent in 2020 to 64.8 per cent in 2023 for respondents who felt laws that prohibit businesses from using undue pressure are adequately enforced.

More than two-thirds of respondents, or 67.6 per cent of respondents, in the 2023 survey felt laws that prohibited businesses from misleading consumers are adequately enforced. This was an increase of 9.4 per cent from 58.2 per cent recorded in 2020.

Despite the above, respondents were unfamiliar with the specific roles played by the Competition and Consumer Commission of Singapore (“CCCS”) and the Small Claims Tribunals (“SCT”) in consumer protection.

Other key findings of the survey can be found in **Annex B**.

### **Conclusion**

Following the findings, CASE will continue to work closely with our stakeholders to further enhance public awareness on the specific roles of CCCS and SCT in dispute resolutions and/or enforcement of consumer laws. CASE will also refine its consumer education approach to address existing knowledge gaps and enhance consumers’ understanding of their rights and responsibilities.

Mr Melvin Yong, President, CASE said: “I am happy to see a general improvement in public awareness of consumer issues and public perception of consumer laws and rights among Singapore consumers. This is a testament to the close partnership between CASE and industry stakeholders, working together to enhance consumer protection. However, we still have much to do to address existing knowledge gaps as shown in the latest survey results. We must step up our consumer education efforts to empower consumers to make informed purchasing decisions. Ultimately, a smart consumer is the best protection against unfair business practices and scams. At the same time, CASE will continue our advocacy for stronger consumer laws to safeguard consumers’ interests.”

Melvin Yong  
President  
Consumers Association of Singapore

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### **About the Consumers Association of Singapore:**

The Consumers Association of Singapore (“CASE”) is an independent, non-profit organisation that is committed to protecting consumers’ interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (“CPFTA”) which came into effect on 1 March 2004.

## Annex A – Composition of Public Perception based on Survey Methodology

Public perception is tracked based on the following statements about consumer rights and the enforcement of related laws in Singapore.

Respondents were asked to indicate their sentiments on a 10-point scale, with 1 being the lowest and 10 being the highest.

Respondents rating 8 or above are considered to have a "positive" perception. Those with ratings between 6 and 7 are considered "neutral". Those with 5 or lower are deemed to have a "negative" perception.

Public perception is determined based on the percentage of respondents that provided an average rating of eight points across the seven statements.

S/No	Statement
1	Laws that prohibit businesses from misleading consumers are widely publicised.
2	Laws that prohibit businesses from using undue pressure on consumers are widely publicised.
3	Laws that prohibit businesses from misleading consumers are adequately enforced.
4	Laws that prohibit businesses from using undue pressure on consumers are adequately enforced.
5	There are various avenues to seek help with disputes against retailers.
6	In Singapore, you can generally buy products and services and feel confident that businesses will do the right thing and not try to mislead or cheat you.
7	You know your rights as a consumer in Singapore.

## Annex B – Other Key Findings

