



CONSUMERS ASSOCIATION OF SINGAPORE

170 Ghim Moh Road, #05-01, Ulu Pandan Community Building, Singapore 279621
Hotline: 6277 5100 • Website: www.case.org.sg

MEDIA RELEASE

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CASE to recruit 2,000 Price Kaki Champions to help consumers stretch their dollar

The Consumers Association of Singapore (“CASE”) announced today an initiative to recruit 2,000 community volunteers from People’s Association (“PA”), who will help to suss out deals within the neighbourhoods and guide others to tap on Price Kaki to find the best deals within the community. This will benefit those who are concerned about the higher cost of daily essentials, groceries and cooked food.

To help users share deals and promotions with other like-minded consumers, CASE will also launch a new community feature on Price Kaki from 29 February 2024. The feature, which builds on the mobile application’s existing product search and price comparison features, will allow users to share reviews, in-store promotions, and tips via a bulletin board to help other consumers stretch every dollar amidst these challenging times.

Background

CASE’s study of Price Kaki user behaviour found that beyond price comparison, active users would like more opportunities and avenues online and offline to engage other consumers with similar interests and share deals.

Recruitment of Price Kaki Champions

CASE will work with PA to draw in a pool of community volunteers to be Price Kaki Champions over 18 months. The volunteers will be trained to use Price Kaki to search for products and compare prices. They will also be equipped to promote the mobile application with residents in their neighborhoods and encourage them to share tips or deals that will benefit their fellow consumers.

Mr Melvin Yong, President, CASE said: “Price Kaki has helped to promote price transparency, encourage price comparison and raise cost consciousness. Since the launch of Price Kaki, we have been actively engaging the app’s active users and the new community feature is a response to user feedback for more offline and online engagement with other consumers. With the new network of Price Kaki Champions, we hope to strengthen our ground sensors in the neighbourhoods to suss out the best deals.”

A PA spokesperson said: "PA is pleased to have our volunteers help promote awareness of the Price Kaki App. We hope that residents can learn to use the app to help them maximise their spending and better cope with the cost of living."

Price Kaki's New Community Feature

The new community feature on Price Kaki provides users with a common bulletin board to share reviews, in-store promotions and tips, and interact with other users. It provides users with qualitative considerations, on top of quantitative considerations such as price, when comparing products.

Refer to **Annex A** for screenshots of the community feature on Price Kaki.

Tan Wei Jie, 31, who uses Price Kaki regularly to find the best economical rice deals, said: "With the new community feature on Price Kaki, I can see reviews and recommendations from the Price Kaki Champions and other members of the community. When searching for affordable meals around the area, I can simply browse through the app and read reviews and recommendations from other users. These reviews provide information about how good the dishes taste, the portion sizes, and most importantly, whether they offer value-for-money."

Nurul Asshekin, 38, who uses Price Kaki regularly to search for weekly supermarket deals, said: "With higher prices, necessities like eggs and milk at supermarkets always add up especially when I shop for them multiple times a week. Price Kaki has helped me save about 10% on these necessities and allows me to discover deals. By allowing users to share money-saving tips and deals, we can help one another and stretch our dollar even further."

The community feature will be available from 29 February 2024. To access the feature, users will need to download or update to the latest version of Price Kaki available on the Apple App Store, Google Play and Huawei AppGallery.

For media queries, please contact:

Shania Loh
Executive, Marketing & Communications
Email: shania.loh@case.org.sg
Tel: +65 9137 6922

Dion Chan
Executive, Marketing & Communications
Email: dion.chan@case.org.sg
Tel: +65 9222 0460

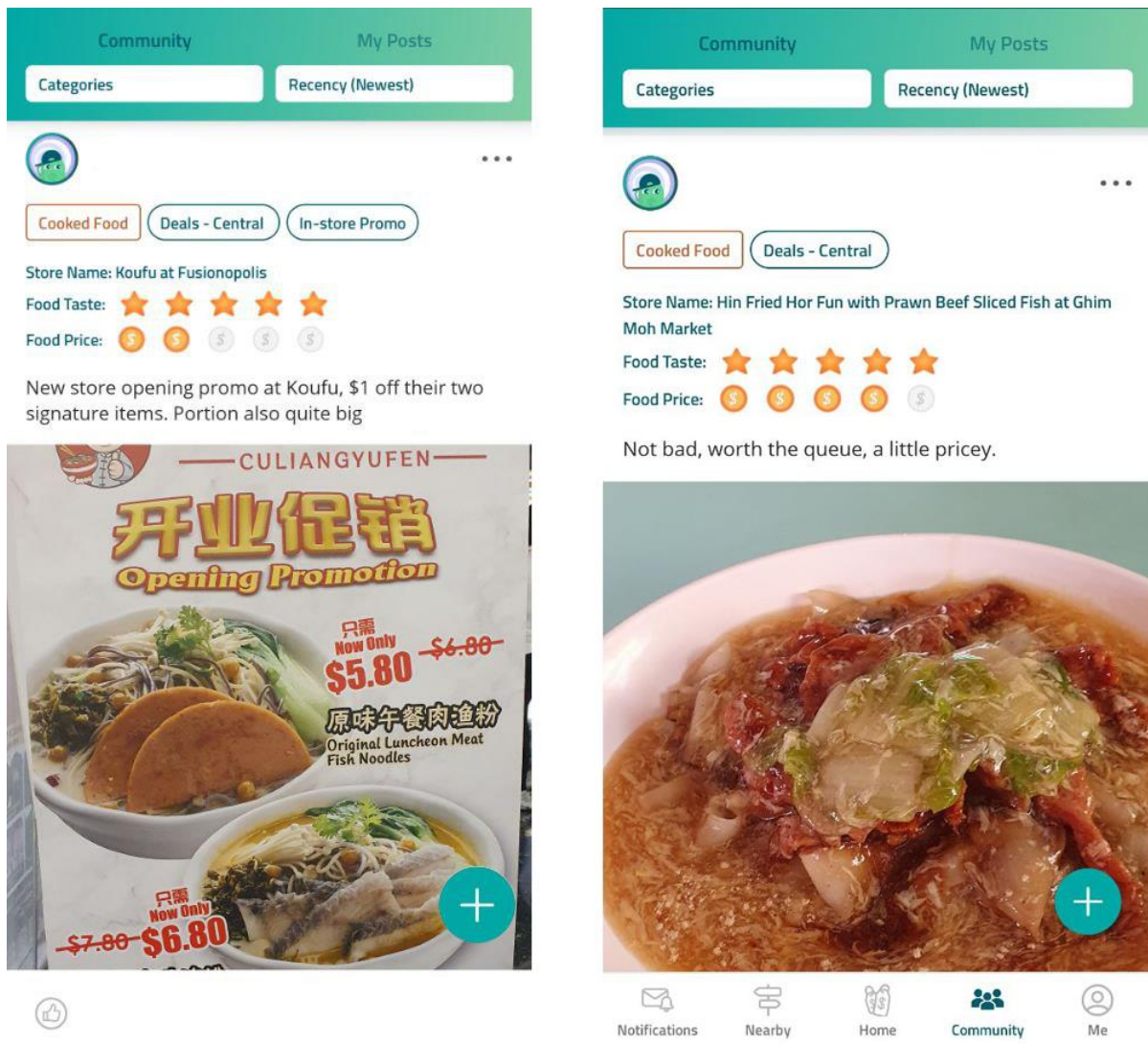
About the Consumers Association of Singapore

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.

About Price Kaki

CASE launched mobile application Price Kaki in September 2019 as a tool to help consumers compare prices of daily essentials, groceries, and cooked food amidst rising cost of living concerns. Since its launch, the mobile application has been downloaded by more than 150,000 users, who use it to compare prices of over 10,000 daily essentials and over 75,000 cooked food items islandwide.

Annex A – Screenshot of Community Feature on Price Kaki



When contributing to the bulletin board, users can select “Cooked Food”, “Deals” and “In-store Promo”.

Users can also insert the name of the store, rate the price and taste of food, and insert other comments in an open-text field to help other users to compare.