



# CONSUMERS ASSOCIATION OF SINGAPORE

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

## MEDIA RELEASE

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**For Immediate Release**

**28 November 2024**

### **Public awareness of consumer rights at an all-time high in 2024: CASE survey**

Public awareness and perception of consumers' rights reached an all-time high in 2024, according to a survey commissioned by the Consumers Association of Singapore ("CASE").

In the survey of 1,510 respondents conducted by an independent research consultancy between February and June 2024, 49.9 per cent of respondents identified that ticket scalping was a concern. Additionally, 38.6 per cent expressed worries about disputes related to car-sharing, while 32.2 per cent were concerned about deceptive practices regarding sustainability issues.

The survey found that public awareness of CASE and consumer laws had reached an all-time high. 65.6 per cent of respondents said they are aware of CASE, an increase from 62.6 per cent in 2023<sup>1</sup>.

Awareness of the Consumer Protection (Fair Trading) Act ("CPFTA") increased by 4.6 per cent, reaching 43.7 per cent, while the awareness of the Lemon Law rose by 4.5 per cent to 51.1 per cent<sup>2</sup>.

Overall, the increase in public awareness corresponded to an increase in public perception of consumer rights from 63.4 per cent in 2023 to 66.9 per cent in 2024.

The survey findings were released by CASE on 28 November 2024.

CASE commissioned the survey to evaluate public awareness of consumer issues and perception of consumer rights in Singapore, aiming to identify gaps and priority areas for improvement in awareness and perception.

The 2024 survey comprised face-to-face interviews with respondents who were representative of the Singapore population based on housing type, age group, ethnicity and

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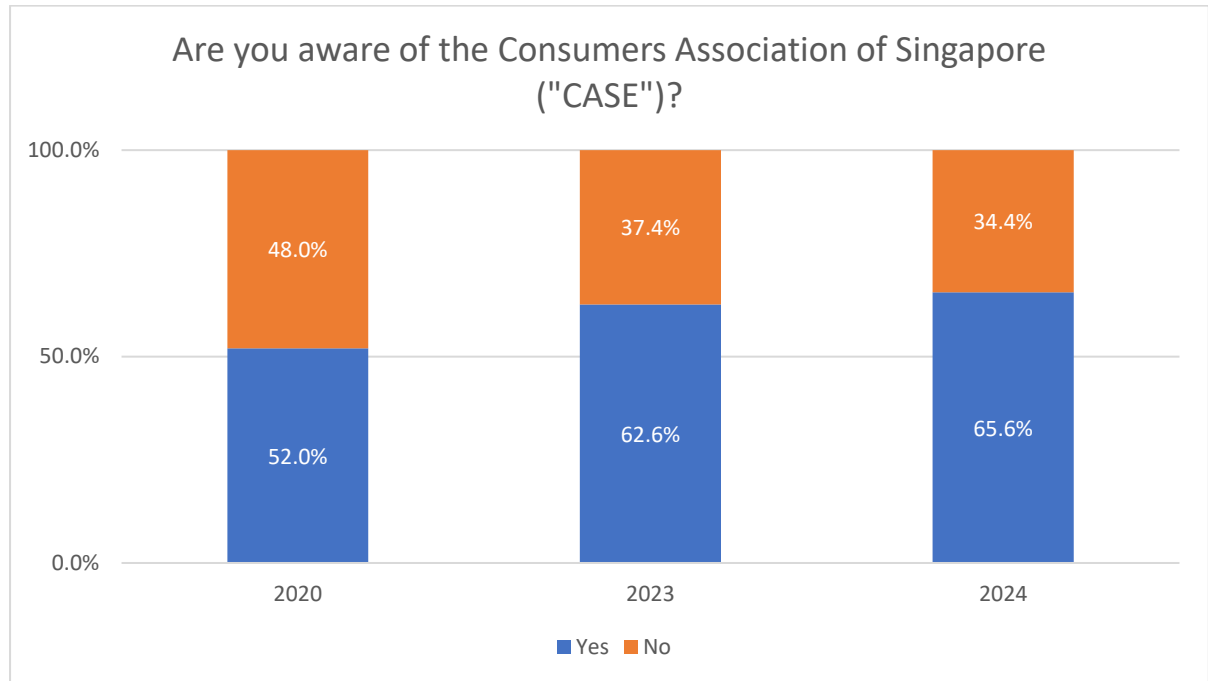
<sup>1</sup> The number of respondents for the 2020 survey was 1,507.

<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.

gender. Focus group discussions (“FGDs”) were conducted in September 2024 with 35 participants to supplement the surveys.

**Public Awareness of Consumer Issues**

CASE saw an increase in both public awareness of CASE and consumer rights. Public awareness of CASE increased by 3 per cent from 62.6 per cent in 2023 to 65.6 per cent in 2024.



*Fig. 1 Findings on awareness of CASE (2020, 2023 and 2024).*

Most respondents expressed trust in CASE to assist in dispute resolution, valuing the guidance provided, particularly for complex or high-stakes issues. However, there were concerns about the timeliness of the process, especially in disputes involving smaller amounts, where delays can lead to unnecessary frustration.

Awareness of the CPFTA increased 4.6 per cent from 39.1 per cent in 2023 to 43.7 per cent in 2024. Awareness of the Lemon Law increased 4.5 per cent from 46.6 per cent in 2023 to 51.1 per cent in 2024.

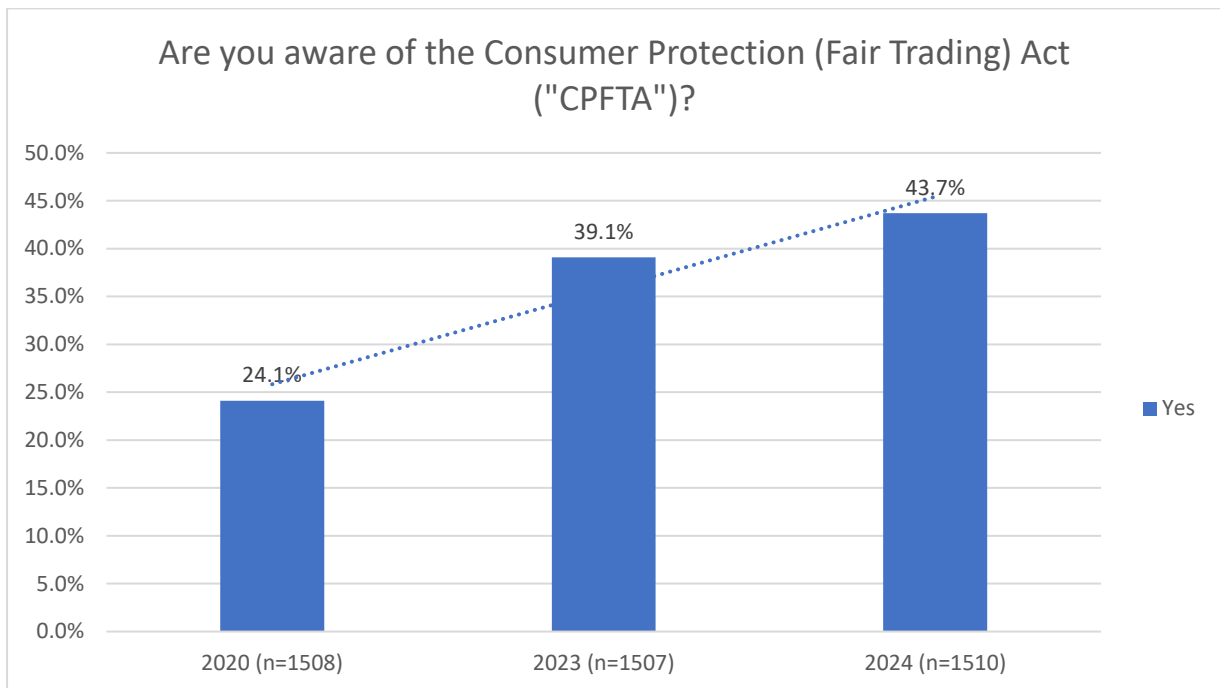


Fig. 2 Findings on awareness of CPFTA (2020, 2023 and 2024).

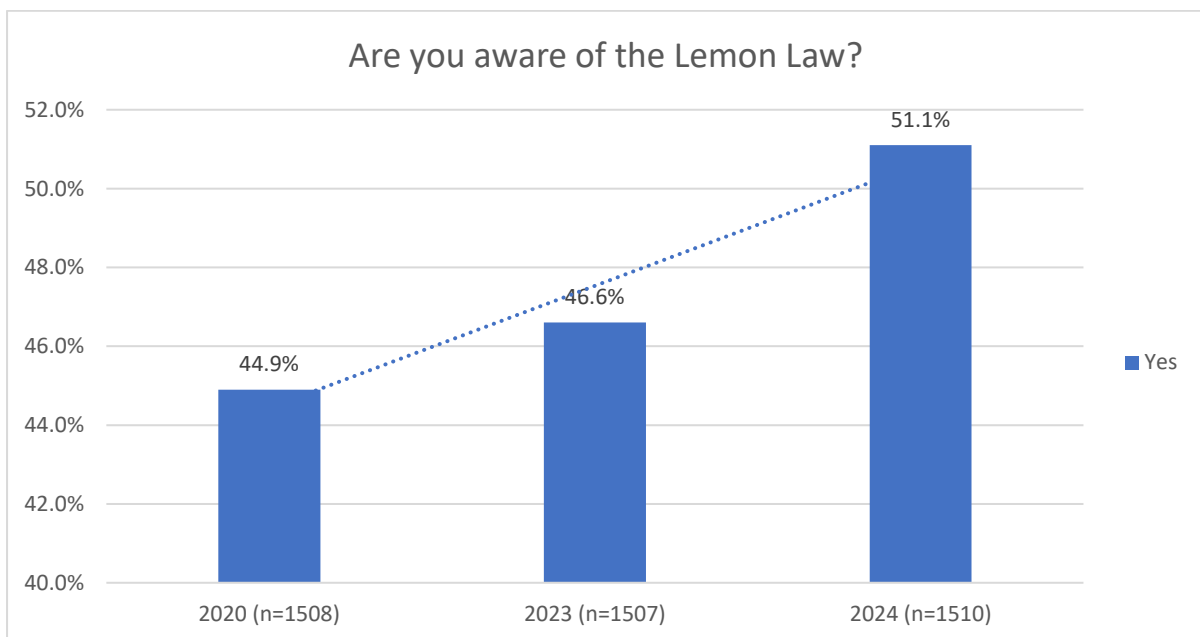
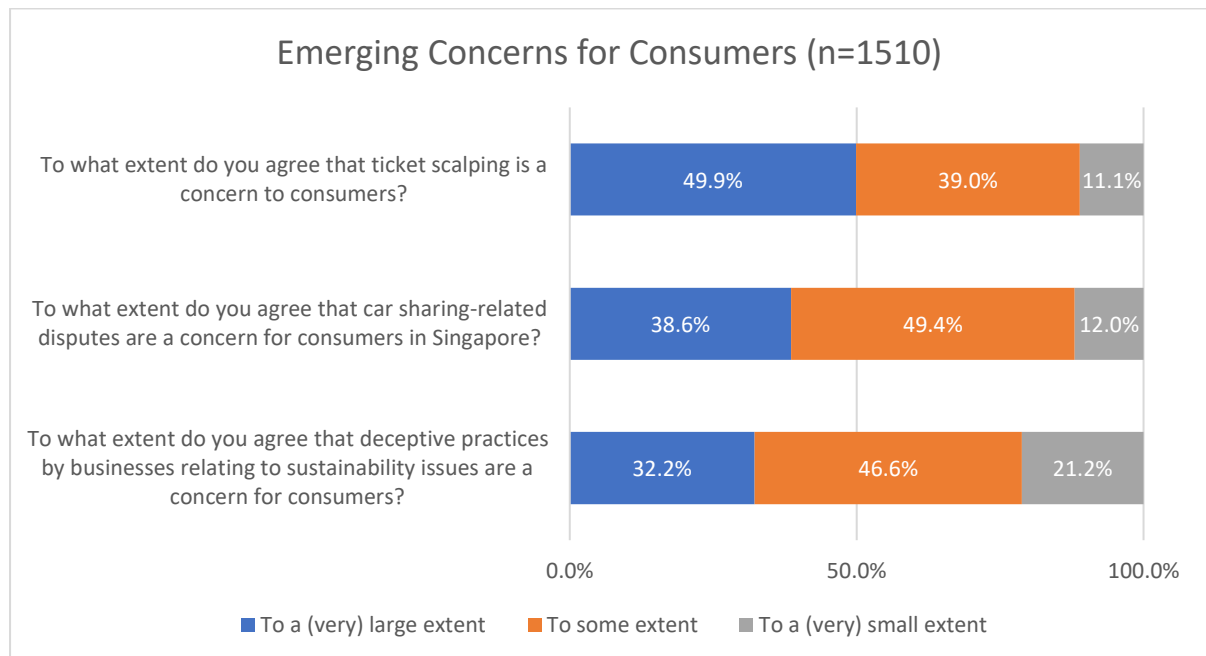


Fig. 3 Findings on awareness of the Lemon Law (2020, 2023 and 2024).

## Emerging Concerns for Consumers

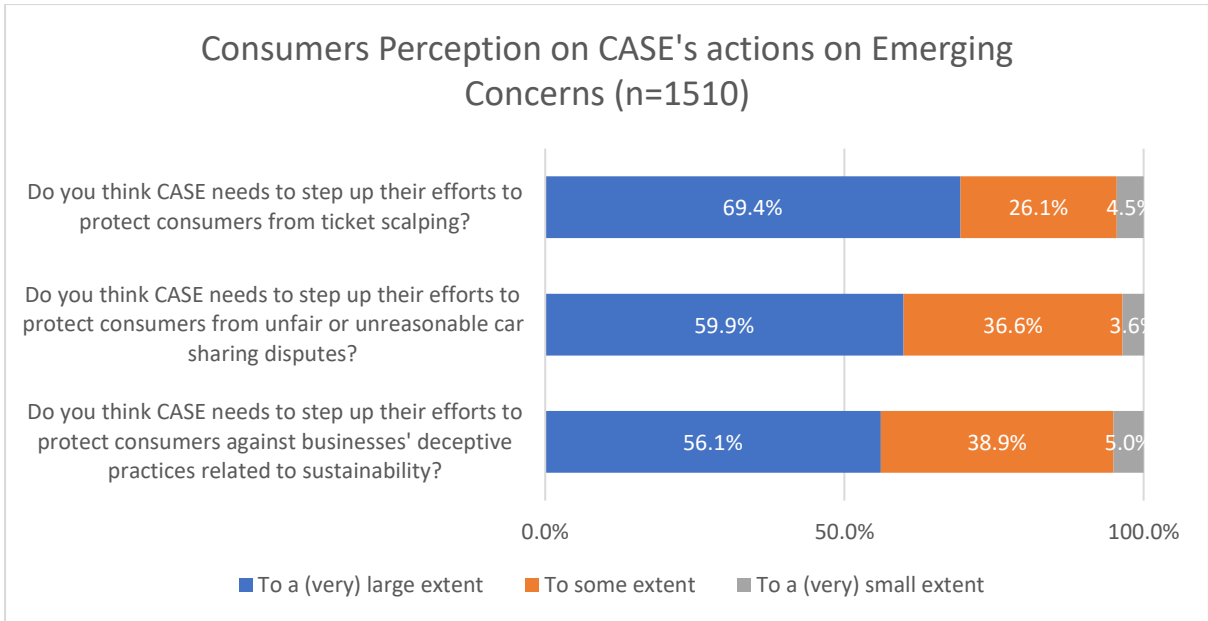
Additionally, CASE surveyed sentiments among consumers on their views on specific emerging concerns.



*Fig. 4 Findings on emerging concerns for consumers.*

Based on the survey, 49.9 per cent of respondents identified ticket scalping as a significant concern, with 38.6 per cent expressing worries about disputes related to car-sharing services. Furthermore, 32.3 per cent of respondents were concerned about deceptive practices in sustainability.

Themes of trust and transparency emerged through Focus Group Discussions (FGDs). Participants said issues like unclear terms, hidden fees, and poor customer service had led to distrust.



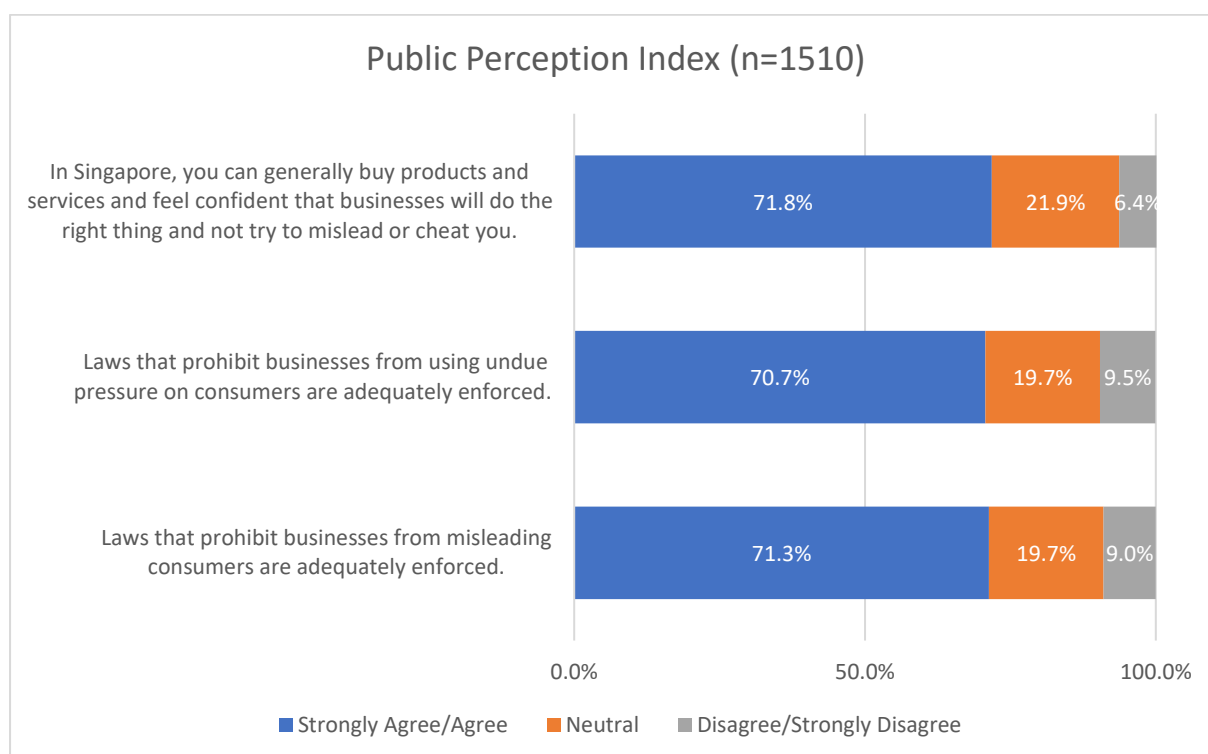
*Fig. 5 Findings on further emerging concerns for consumers.*

Consumers also said that CASE should step up its efforts to protect consumers from emerging concerns, with 69.4 per cent citing ticket scalping as a top concern. Car sharing and deceptive practices in sustainability were not far behind at 59.9 per cent and 56.1 per cent respectively.

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

The 2024 survey revealed that the Public Perception Index (PPI) reached its highest level in the past four survey waves rising to 66.9 per cent. This was a 2.5 per cent increase from the 2023 rating, reflecting improved consumer sentiment regarding consumer rights and the enforcement of related laws in Singapore<sup>3</sup>.

Public perception was determined based on the percentage of respondents who provided an average rating of eight points out of ten across the seven statements (see Annex A).



*Fig. 6 Findings on sentiments on public perception.*

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

### **Conclusion**

While the survey found an encouraging trend of rising awareness of consumer rights in Singapore, consumers still lacked confidence in sectors such as beauty and motorcars. CASE will continue to focus on consumer education, enhance our CaseTrust accreditation schemes, and work with stakeholders to address gaps in these sectors.

Mr Melvin Yong, President, CASE said: “I am heartened to see that more people in Singapore know about consumer protection. This shows that CASE is working well with businesses to make shopping safer and more reliable. The study also revealed emerging concerns like ticket scalping and issues with car-sharing. As Singapore strives to become a regional entertainment hub and more Singaporeans use car sharing services, we can expect more consumer complaints in these areas. CASE has established a working committee to tackle these issues with the relevant stakeholders, and I look forward to announcing new initiatives soon.”

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

Melvin Yong  
President  
Consumers Association of Singapore

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**For media queries, please contact:**

Elizabeth Lim  
Executive, Marketing & Communications  
Email: [elizabeth.lim@case.org.sg](mailto:elizabeth.lim@case.org.sg)

**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 out of ten 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.



