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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



ADS 555
APPLIED RESEARCH PROJECT

CONSUMER TRIBUNAL: URBAN DWELLERS AWARENESS
IN KOTA KINABALU

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ABSTRACT

The awareness of consumer towards the existence of Tribunal for Consumer Claim (Consumer Tribunal) in Malaysia especially Sabah is still in the lowest level. Due to this, the study determines the level of urban dwellers awareness towards Consumer Tribunal in Kota Kinabalu as well as to analyze the factors associated with the urban dwellers awareness towards the Consumer Tribunal. A total of 200 questionnaires were self distributed to consumer within the area of Kota Kinabalu city centre. In the questionnaires, the respondents were asked about their profiles, and assessment question of awareness involving Consumer Knowledge, Role of Mass Media, Government Involvement and Consumer Culture. Surprisingly, the level of urban dwellers awareness of Consumer tribunal is in moderate level. The study also shows the factors associated with the level of awareness.

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