



FOCUSING ON STRENGTHENING
CONSUMER PROTECTION AWARENESS:
A STUDY ON THE PROMOTIONAL STRATEGY
IMPLEMENTED BY FOMCA IN KOTA KINABALU AREA

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ABSTRACT

Malaysian consumers through increasing purchasing power have been more aware of the need of FOMCA to be more responsible towards strengthening consumer protection towards achieving their organisation objectives. Due to the increasing violation on consumer rights, to certain extent, FOMCA'S promotional strategy will have impact on consumer's level of awareness on consumer protection.

This paper aims to strengthening consumer protection awareness in Kota Kinabalu area through the promotional strategy provided by FOMCA. I am interested to explore whether the consumers in Kota Kinabalu area aware of the consumer protection served by FOMCA or not. Thus, to suggest the best promotional tool in strengthening consumer protection awareness. FOMCA carries out its operation through i.e. The National Consumer Complaints Centre (NCCC), The Association of Standard User, Era Consumer Malaysia and Water & Energy Consumer Association of Malaysia (WECAM). FOMCA promotional activities also being carried out through consumer programmes i.e. National Consumer Campaign, National Consumers Day and SWITCH! Campaign (FOMCA, 2010).

A structured questionnaire was developed and distributed to 170 respondents. A total of 156 responses were used for the analysis of this study. The results showed significant positive relationship between all the variables used in strengthening consumer protection awareness and promotional strategy implemented by FOMCA. Conclusively, the effective promotional tools are the utmost priority towards strengthening consumer protection among consumer.