

**A STUDY ON PUBLIC AWARENESS TOWARDS THE SMART CONSUMER
CAMPAIGN BY THE MINISTRY OF DOMESTIC TRADE AND CONSUMER
AFFAIRS (MDTCA) IN TUARAN, KOTA KINABALU**

**MASSUNARTY BINTI MOHD SOPHIAN
2004239371**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU**

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TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	viii
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
ABSTRACT	xii
CHAPTER 1: INTRODUCTION	1
1.0 Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	5
1.3 Objectives of Study	6
1.4 Research Questions	6
1.5 Scope of Study	7
1.6 Significance of Study	8
1.7 Theoretical Framework	9
1.8 Limitations of Study	10
1.9 Definition of Terms	11
CHAPTER 2: LITERATURE REVIEW	13
2.0 Introduction	13
2.1 Public Awareness	13
2.2 Consumer Behavior and Decision Making	15

2.3	Smart Consumer Campaign	19
CHAPTER 3:	RESEARCH METHODOLOGY	20
3.0	Introduction	20
3.1	Research Design	20
3.2	Target population and Sample Size	20
3.3	Data collection Method	21
3.4	Data Analysis and Interpretation Method	24
CHAPTER 4:	FINDINGS	26
4.0	Introduction	26
4.1	Demographic Information	26
4.2	Public Awareness towards the SCC	33
4.3	Source of Information about the SCC	34
4.4	Do they practice the SCC suggestions?	35
4.5	Do they gain improvement in purchasing decision making?	36
4.6	Why do they do not gain improvement in purchasing decision making?	37
4.7	Do they ever visit the "Smartgeneration" website?	38
4.8	Do they register for "Smartgeneration" member?	39
4.9	Factors to be considered in purchasing decision making	40
4.10	Agreement towards the importance of consumer education	44
4.11	Respondent's suggestions to increase public awareness towards the SCC	45

ABSTRACT

This study was conducted to identify the public awareness towards the Smart Consumer Campaign (SCC) launched by the Ministry of Domestic Trade and Consumer Affairs (MDTCA), whether the SCC has increased the public awareness to be a smart consumer, and thus find out additional ways that can be used by the MDTCA in order to create smart consumers. The research design used in this study is descriptive research. Two types of data were used in this study, namely primary and secondary data. The target population for this study is Tuaran people. The research sample consists of 150 respondents which were selected through convenience sampling. Frequency distribution, percentage, and cross tabulation were used in analyzing the data.

INTRODUCTION

The study revealed that there is a large percentage of respondents in Tuaran town that still unaware about the SCC launched by the MDTCA. However, in overall, this campaign has increased the public awareness to be a smart consumer because almost all of the respondents that aware about the campaign are practicing the campaign suggestions to buy quality goods, compare prices before making purchases, select a good service, and making the right choice. Towards the end of this study, comprehensive recommendations to increase public awareness towards the SCC, and additional ways to create smart consumers were identified.