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

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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.

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, comapre 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.