



# Stakeholder Perception Survey 2024

OFFICIAL OPEN / NON-SENSITIVE

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# Background and Methodology



# Background and Methodology

## Background & Objectives:

The Competition and Consumer Commission of Singapore (CCCS) commissioned Blackbox Research to carry out quantitative research with the intent to:

- **Understand and enhance stakeholder perception regarding its work, the Competition Act 2004 and the Consumer Protection (Fair Trading) Act (CPFTA) 2023**
- **Gather feedback from diverse stakeholders and identify gaps in awareness, perception and effectiveness of its initiatives**

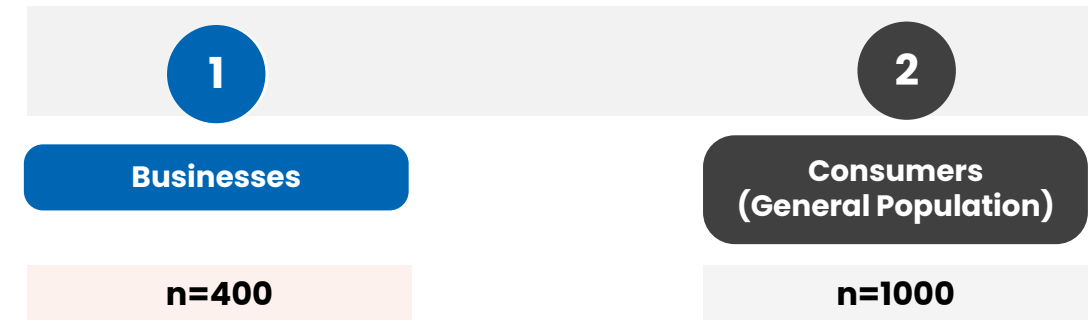
The findings will inform CCCS's strategies, boost stakeholder engagement, and improve CCCS's regulatory effectiveness in Singapore's marketplace.

**Methodology: Online Survey**

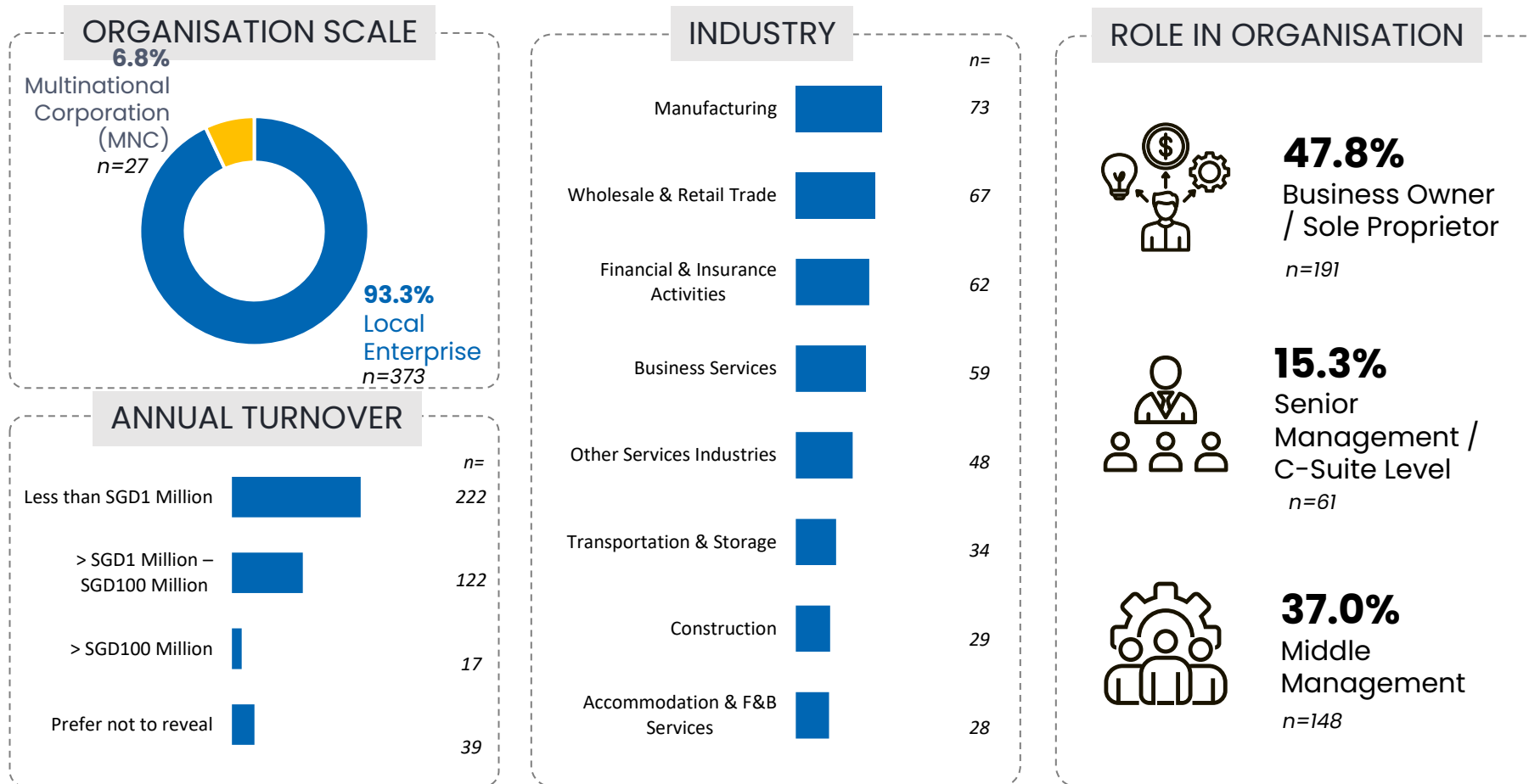
**Data Collection Period: 20 Sep – 18 Oct 2024**

In this report, all figures have been rounded to one decimal point, so total values may not add up precisely to 100%.

## Sample Achieved through the Quantitative Survey



# Demographics Overview – Businesses



The number of responses collected for each demographic was based on the Stakeholder Perception Survey 2022 to ensure comparability

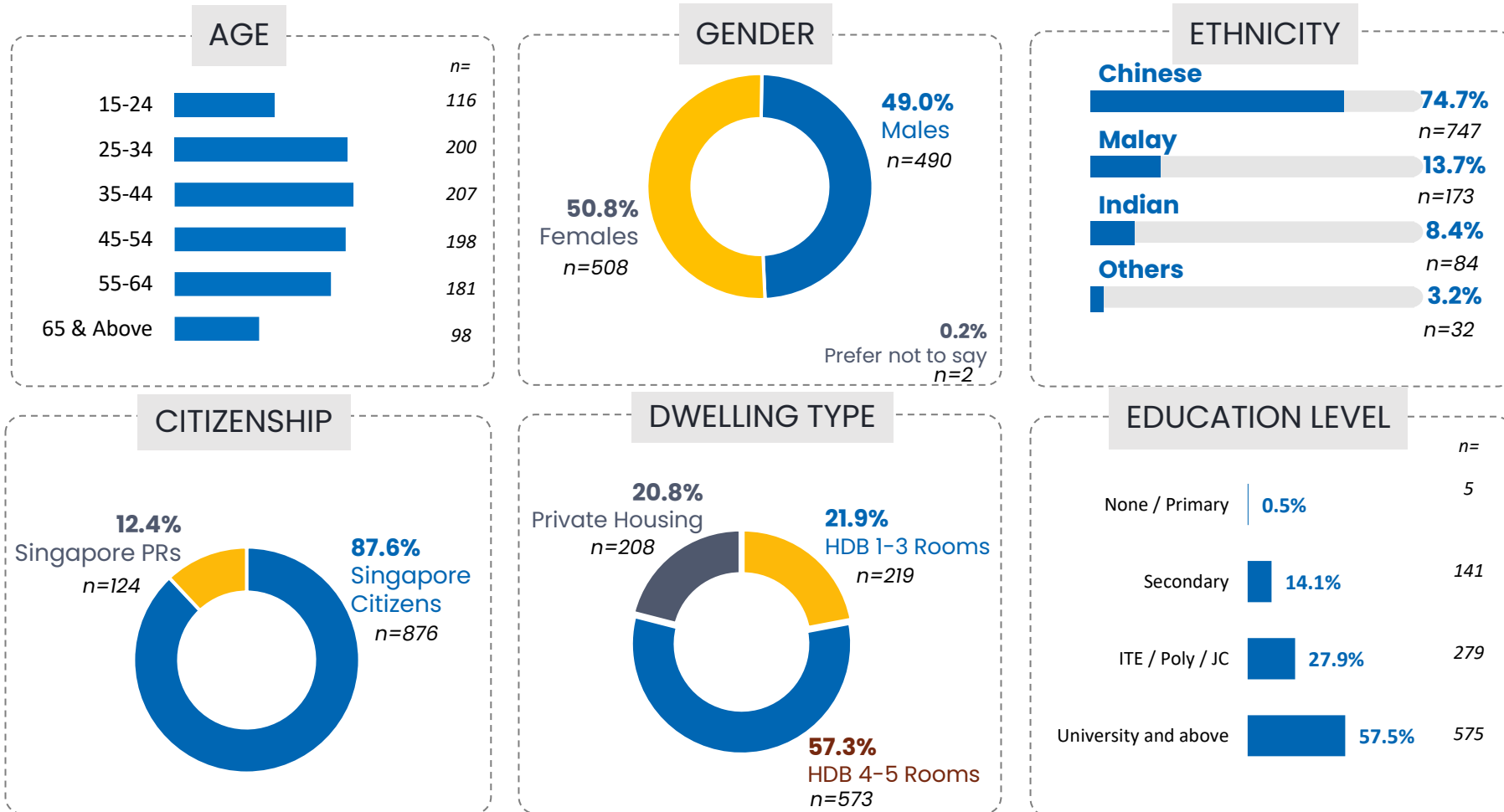
Base: Businesses (n=400)

Business Services comprise businesses in the Information and Communications ; Real Estate Activities ; Professional, Scientific and Technical Activities

Other Services comprise businesses in the Arts, Entertainment, and Recreation ; Administrative & Support Services ; Health & Social Sciences ; Others



# Demographics Overview – Consumers



We use these breakdowns to monitor and ensure that the data reflects the general population in Singapore.  
The number of responses collected for each demographic was based on the Stakeholder Perception Survey 2022 to ensure comparability  
Base: Consumers (n=1000)

# General Awareness



## Significant increase of awareness towards CCCS, Competition Act, and CPFTA are seen amongst both Businesses and Consumers.

### Awareness Levels

#### Awareness Levels of

#### Businesses

#### Consumers

#### Competition & Consumer Commission of Singapore (CCCS)

**81.5%** ▲  
(2022: 58.2%)

**62.7%** ▲  
(2022: 35.8%)

#### Competition Act

**77.0%** ▲  
(2022: 58.4%)

**54.8%** ▲  
(2022: 34.8%)

#### Consumer Protection (Fair Trading) Act (CPFTA)

**82.3%** ▲  
(2022: 63.2%)

**66.5%** ▲  
(2022: 43.5%)

Awareness of CCCS is **significantly higher** among businesses in the **Manufacturing** and **Transport & Storage industries**. Awareness of CCCS and CPFTA is **significantly lower** among **younger consumers (aged 15 – 24)**, **HDB 1 – 3 room dwellers**, and those with **secondary-level education**

Base: Businesses (n=400) ; Consumers (n=1000) ;

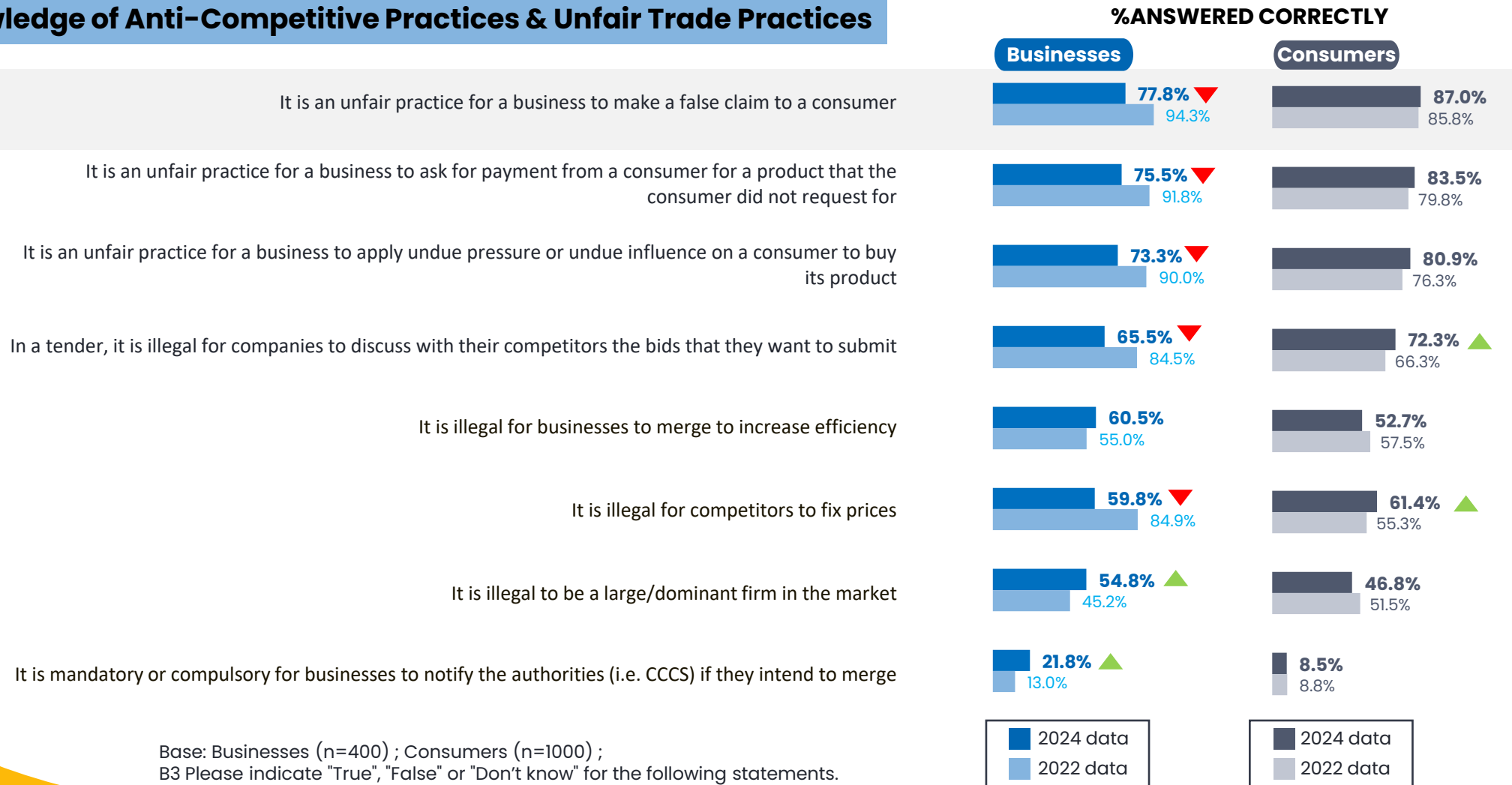
B2 Please indicate Yes/No to the following questions: Prior to this survey, have you heard of...





# Both consumers and businesses show high awareness, but business knowledge has dipped.

## Knowledge of Anti-Competitive Practices & Unfair Trade Practices



Younger consumers (aged 15 – 24) have significantly less knowledge of such practices, while those aged 55+ have significantly more knowledge.

# Competition



**Higher number of Businesses agree that players in the industry are competing fairly. 'Tying' and 'Price Fixing' are seen as common anti-competitive practices amongst Businesses and Consumers.**

## Perception of level of competition in Singapore



Businesses in **Manufacturing** and **Transport & Storage industries** are **more likely** to rate companies in their industry as competing fairly.  
Consumers **aware of CCCS & the Competition Act** as well as **those with University education** are **more likely** to agree that businesses in Singapore compete fairly.

## Common Anti-Competitive Practices

Businesses Anti-Competitive Practices in Industry		
	2024	2022
Tying (Selling products on the condition that customers buy another product / service) ▲	51.3%	17.1%
Exclusive dealing/Exclusive agreement ▲	50.0%	25.3%
Price fixing ▲	48.3%	28.1%

Consumers Anti-Competitive Practices in Singapore		
	2024	2022
Price fixing	59.1%	56.8%
Selling at below cost to drive out competitors	43.6%	40.0%
Tying (Selling products on the condition that customers buy another product / service) ▲	43.3%	24.5%

Base: Businesses (n=400) ; Consumers (n=1000) ;

C1 To what extent do you agree that businesses in your industry (Businesses) / Singapore (Consumers) do not engage in practices prohibited by the Competition Act (i.e. they compete fairly)?

Note: For Businesses, in 2022, this question was asked for businesses in Singapore instead of in the Industry.

C2 What do you think are the common anti-competitive practices in Singapore?



Higher number of businesses are likely to report to CCCS if they are aware of anti-competitive practices by their competitors. Guaranteed anonymity and confidentiality of their identity would likely encourage report about anti-competitive practices.

## Likelihood of reporting Anti-competitive practices



## Factors that would encourage the reporting of Anti-competitive practices



**62.5%** ▼ **Guaranteed anonymity or identity strictly kept confidential** by the authorities  
(2022: 71.9%)



**49.5%** ▼ **Does not take up too much of my time and/or effort** to provide the facts and/or evidence to the authorities  
(2022: 73.7%)

Base: Businesses (n=400)

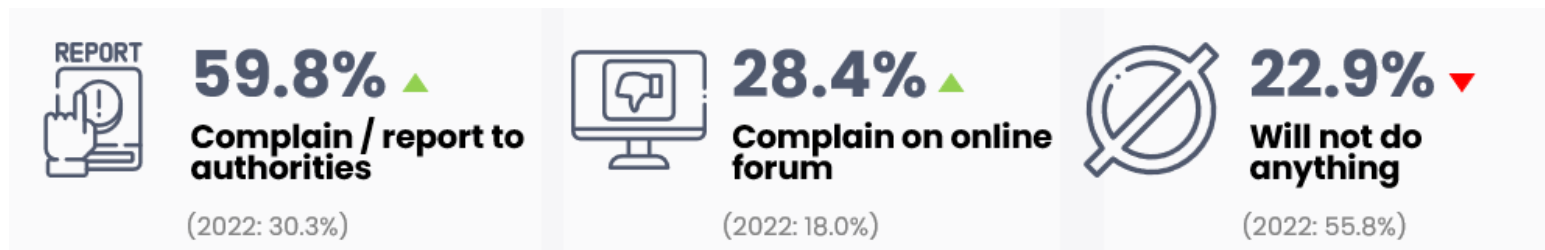
C3 How likely are you to report/complain to CCCS if you are aware of anti-competitive practices engaged by your competitors?

C4 What would make you more likely to report / complain about anti-competitive practices engaged by your competitors to CCCS?



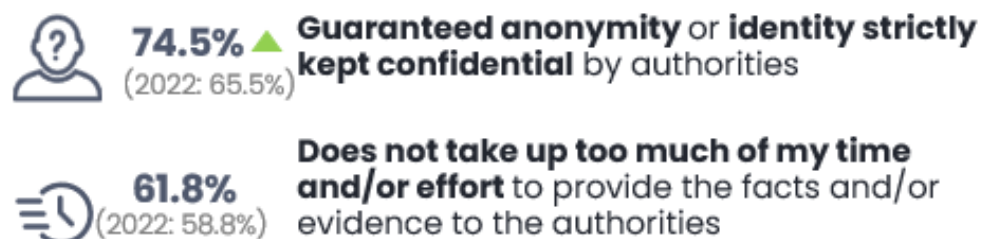
**Significantly higher number of Consumers would take action if aware of anti-competitive practices. Similarly, guaranteed anonymity and confidentiality of their identity would likely encourage report about anti-competitive practices.**

## Actions against Anti-competitive practices



**Younger consumers (aged 15 – 24)** are **more likely** to voice complaints on online forums rather than report to the authorities.  
**Consumers who are aware of CCCS, the Competition Act, and CPFTA** are **more likely** to report anti-competitive practices compared to those who are not aware.

## Factors that would encourage the reporting of Anti-competitive practices



Base: Consumers (n=1000)

C3 What would you do if you are aware of anti-competitive practices engaged in Singapore?

Note: This is a multi-response question, so percentages may not add up to 100%.

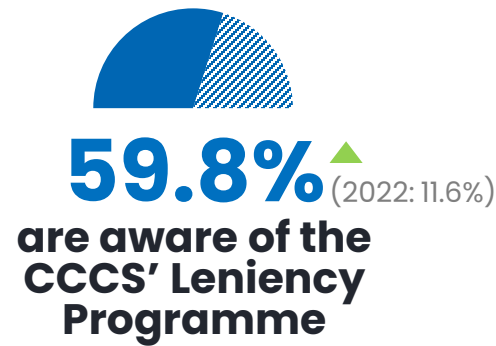
C4 What would make you more likely to report / complain about anti-competitive practices engaged by your competitors to CCCS?



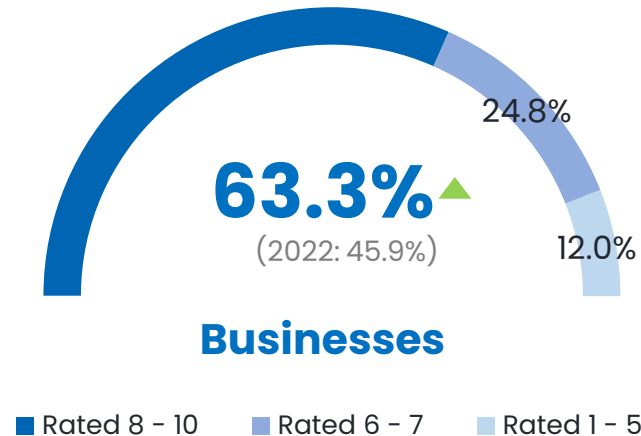
**Awareness of Leniency Programme rose. Factors that would encourage application for the Leniency Programme include little or no risk to employees' job security and social standing among colleagues and full waiver of financial penalties.**

## CCCS's Leniency Programme

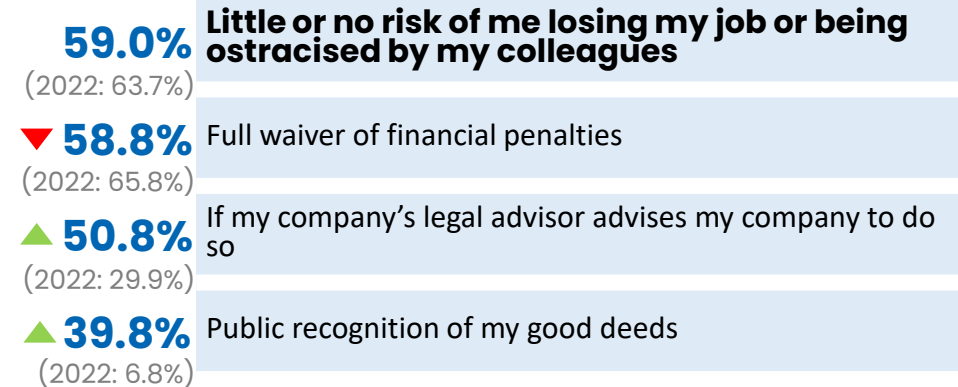
### Awareness of Leniency Programme



### Likelihood to Apply or Encourage Application



### Factors that will increase likelihood to apply or encourage application



Awareness of the Leniency Programme is **significantly higher** among businesses in the **Manufacturing** and **Transport & Storage industries**, whereas there is room for improvement among the remaining industries.

Base: Businesses (n=400)

C5 Have you heard of CCCS's Leniency Programme?

C6 How likely are you to apply or encourage your company to apply for CCCS's Leniency Programme if you are aware of anti-competitive practices engaged by your company?

C7 What would make you more likely to apply or encourage your company to apply for CCCS's Leniency Programme if you are aware of anti-competitive practices engaged by your company?

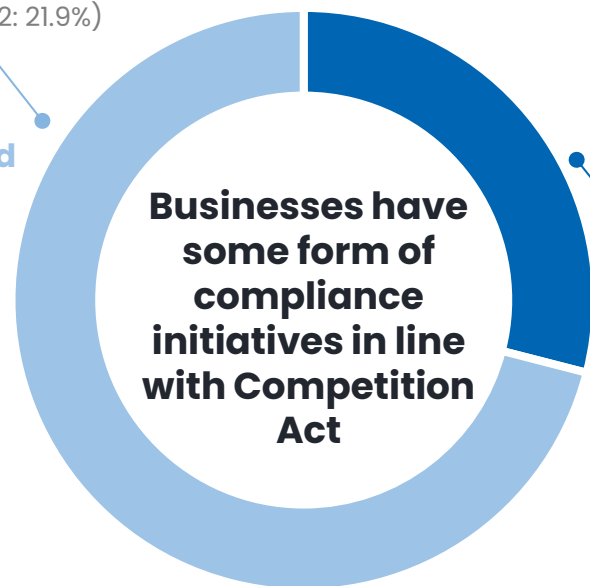


**While compliance initiatives have gained traction among Businesses, resource constraints prevent some from implementation.**

## Business Compliance Initiatives

▲ **70.8%** (2022: 21.9%)

Compliance  
Initiatives  
implemented



**29.3%** ▼ (2022: 78.1%)

No  
compliance  
initiatives

More businesses in the **Manufacturing** and **Financial & Insurance industries** have implemented some form of initiatives compliant with the Competition Act.

Base: Businesses (n=400)

C8 Does your company have programmes/ checklists/ collaterals/ training/ talks etc. in place on compliance with the Competition Act?

C9 Why does your company not have programmes/ checklists/ collaterals/ training/ talks/etc. (i.e. compliance initiatives) in place?

## Reasons for not having compliance initiatives in place

**50.4%**

(45.0%)

My company does not have sufficient resources to implement such initiatives

**38.5%**

(33.3%)

It is not an industry-wide practice to have such initiatives

**35.9%**

(39.8%)

There are other priorities that require more urgent attention and/or are more important

**26.5%**

(30.7%)

My company does not know how to implement such initiatives

▲ **15.4%**

(9.4%)

My company's staff is already aware of compliance with the Competition Act

(2022 scores are shown in brackets)

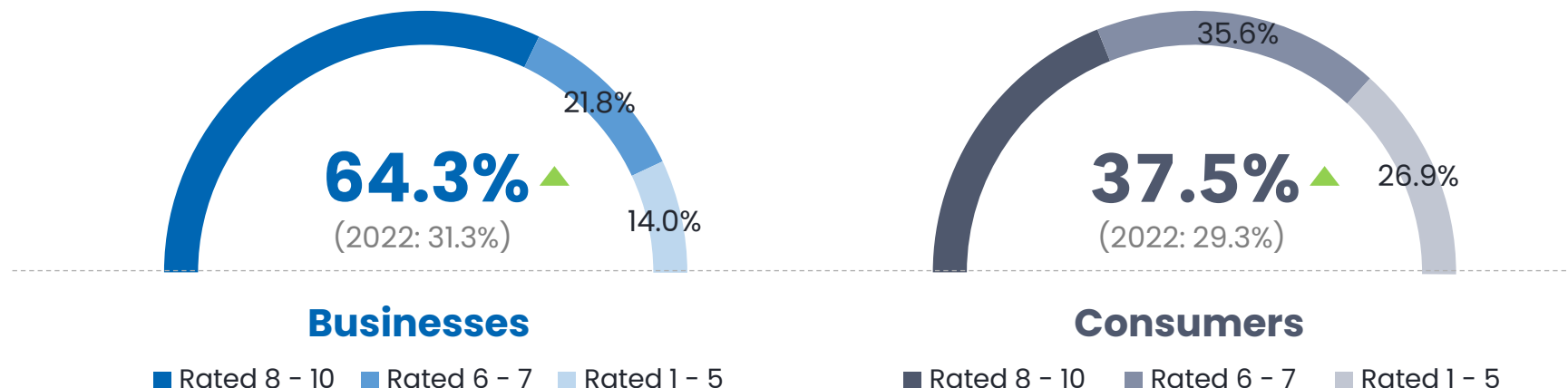


# Consumer Protection



**Higher proportion of Businesses and Consumers strongly agree that businesses operating locally do not engage in unfair trade practices.**

### Perception that Businesses are fair in their dealings with consumers



**Agree that Businesses do not engage in unfair practices prohibited by CPFTA in their Industry (Businesses) & Singapore (Consumers)**

Base: Businesses (n=400) ; Consumers (n=1000) ;

C10 To what extent do you agree that businesses in Singapore do not engage in unfair practices prohibited by the CPFTA (i.e. they are fair in their dealings with consumers)?

Note: For Businesses, in 2022, this question was asked for businesses in Singapore instead of in the Industry.



**Generally, there is a significant increase in the proportion of Businesses that are aware of common unfair trade practices that harm consumers in Singapore.**

## Common Unfair Trade Practices

	Common Practices in	Businesses	
		Industry	
		2024	2022
Businesses making false or misleading claims		<b>39.5%</b>	45.7%
Businesses representing that the price benefit or advantage is better than it is		<b>36.8%</b>	NA
Businesses charging a price for goods or services that is substantially higher than an initial estimate provided to the consumer, without the consumer expressly agreeing to it in advance		<b>41.3%</b>	▲ 28.1%
Businesses including terms or conditions that are harsh, oppressive, or excessively one-sided		<b>31.8%</b>	▲ 23.5%
Businesses exerting undue pressure or undue influence on the consumer to enter into a transaction		<b>33.0%</b>	▲ 15.1%
Businesses using a seemingly objective report e.g. editorial or scientific report, as a product advertisement without stating so		<b>28.3%</b>	▲ 10.0%
Businesses offering gifts or other free items in connection with supply of goods or services when the business knows that those items will not be provided as offered		<b>34.8%</b>	▲ 17.4%
Businesses saying that its discount or promotion is only available for a certain period when it continues to be available for a substantially longer period		<b>39.8%</b>	NA
Businesses give false reasons for selling goods or services at a discount; or inviting a consumer to make a purchase with the intention to promote another product or service		<b>37.3%</b>	▲ 16.0%
Businesses using small print to conceal important information, or not providing that information altogether, that may affect a consumer's purchase decision		<b>42.5%</b>	▲ 20.3%
Businesses accepting payment despite knowing that the goods and services will not be provided		<b>33.5%</b>	▲ 11.2%
Businesses demanding payment from consumers for goods and services which the consumers did not request for		<b>34.5%</b>	▲ 10.5%
None of the above		<b>4.0%</b>	▼ 24.0%

Base: Businesses (n=400)

CII What do you think are the common unfair trade practices that harm consumers in Singapore?



**Consumers also show higher awareness of common unfair trade practices that could negatively impact them.**

## Common Unfair Trade Practices

Common Practices in	Consumers	
	2024	2022
Businesses making false or misleading claims	<b>53.0%</b> ▼	(64.8%)
Businesses representing that the price benefit or advantage is better than it is	<b>43.8%</b>	NA
Businesses charging a price for goods or services that is substantially higher than an initial estimate provided to the consumer, without the consumer expressly agreeing to it in advance	<b>45.6%</b>	(45.8%)
Businesses including terms or conditions that are harsh, oppressive, or excessively one-sided	<b>37.6%</b>	(38.3%)
Businesses exerting undue pressure or undue influence on the consumer to enter into a transaction	<b>43.7%</b>	(40.0%)
Businesses using a seemingly objective report e.g. editorial or scientific report, as a product advertisement without stating so	<b>32.8%</b> ▲	(24.5%)
Businesses offering gifts or other free items in connection with supply of goods or services when the business knows that those items will not be provided as offered	<b>36.5%</b>	(35.5%)
Businesses saying that its discount or promotion is only available for a certain period when it continues to be available for a substantially longer period	<b>43.9%</b>	NA
Businesses give false reasons for selling goods or services at a discount; or inviting a consumer to make a purchase with the intention to promote another product or service	<b>44.5%</b> ▲	(34.5%)
Businesses using small print to conceal important information, or not providing that information altogether, that may affect a consumer's purchase decision	<b>48.3%</b> ▲	(33.0%)
Businesses accepting payment despite knowing that the goods and services will not be provided	<b>41.5%</b> ▲	(31.3%)
Businesses demanding payment from consumers for goods and services which the consumers did not request for	<b>43.2%</b> ▲	(28.5%)
None of the above	<b>3.0%</b> ▼	(11.0%)

Base: Consumers (n=1000)

C11 What do you think are the common unfair trade practices that harm consumers in Singapore?

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▲ ▼ Significantly higher/lower than 2022



**More businesses are likely to report unfair trade practices to Trade Associations or online forums. Guaranteed anonymity and quick and easy reporting are main factors driving likelihood to report.**

## Report / Complaint about Unfair Trade Practices

### Actions against Unfair Trade Practices



**41.3%** ▲

**Complain / Report to Trade Association**  
(33.8%)



**22.5%**

**Complain / report to authorities**  
(18.3%)



**35.3%** ▲

**Complain on online forum**  
(12.3%)



**28.3%** ▼

**Will not do anything**  
(36.5%)

Businesses in the **Financial & Insurance industry** are **significantly more** likely to report unfair trade practices by competitors.

Base: Businesses (n=400)

C12 What would you do if you encounter unfair trade practices in your industry?

C13 What would make you more likely to report/complain about unfair trade practices engaged by your competitors to the authorities?

### Factors that increase likelihood to report / complain

**1**

**67.8%** (69.9%)

**Guaranteed anonymity**

**2**

▼ **47.5%** (75.1%)

**Quick and easy reporting process**

**3**

▲ **41.5%** (25.8%)

**Advice of company's legal advisor**

**4**

▲ **36.5%** (10.0%)

**Reward by the authorities**

**5**

▲ **34.8%** (4.1%)

**Public recognition**

2022 scores are shown in brackets

▲ ▼ Significantly higher/lower than 2022

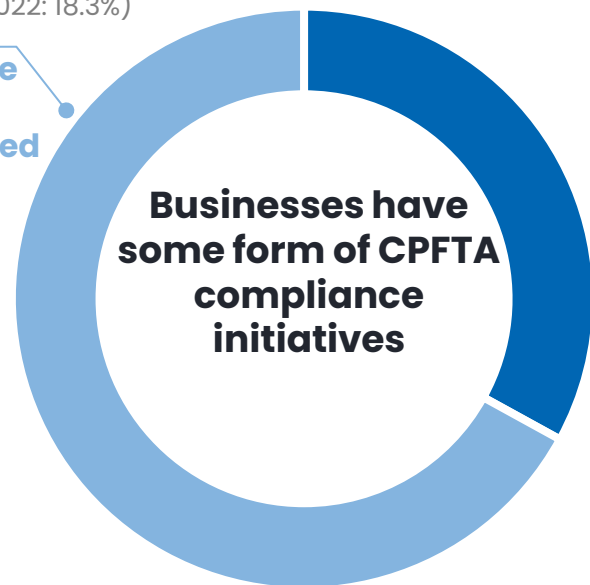


**More businesses reported having CPFTA compliance initiatives. However, some indicated they have not implemented such measures due to insufficient resources or because it is not an industry-wide practice.**

## Company Compliance Initiatives

▲ **66.8%** (2022: 18.3%)

Compliance  
Initiatives  
implemented



**Businesses have  
some form of CPFTA  
compliance  
initiatives**

▼ **33.3%** (2022: 81.7%)

No  
compliance  
initiatives

Businesses in the **Transport & Storage, Financial & Insurance, and Manufacturing industries** are significantly more likely to have compliance initiatives in line with CPFTA.

Base: Businesses (n=400)

C14 Does your company have programmes/ checklists/ collaterals/ training/ talks etc. in place on compliance with the CPFTA?

C15 Why does your company not have programmes/ checklists/ collaterals/ training/ talks/ etc. (i.e. compliance initiatives) in place?

## Reasons for not having compliance initiatives in place

**41.4%**

(2022: 45.0%)

My company does not have sufficient resources to implement such initiatives

▲ **41.4%**

(2022: 30.2%)

It is not an industry-wide practice to have such initiatives

**37.6%**

(2022: 39.4%)

There are other priorities that require more urgent attention and/or are more important

**26.3%**

(2022: 31.0%)

My company does not know how to implement such initiatives

▲ **15.8%**

(2022: 7.8%)

My company's staff is already aware of compliance with the CPFTA

2022 scores are shown in brackets



Significantly higher/lower than 2022

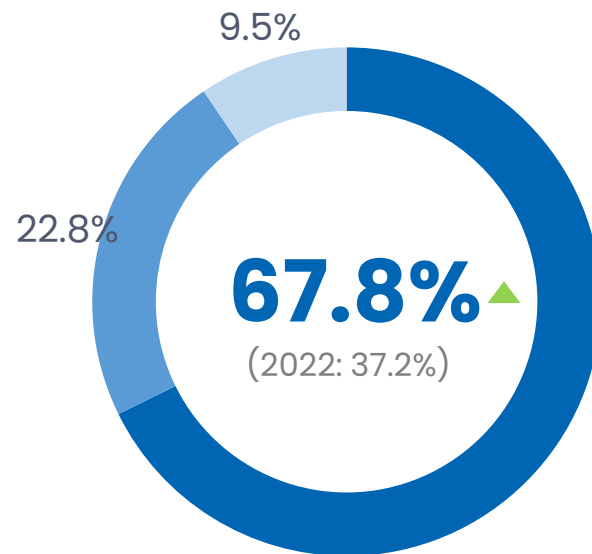
# **Effectiveness of Government Actions and CCCS**



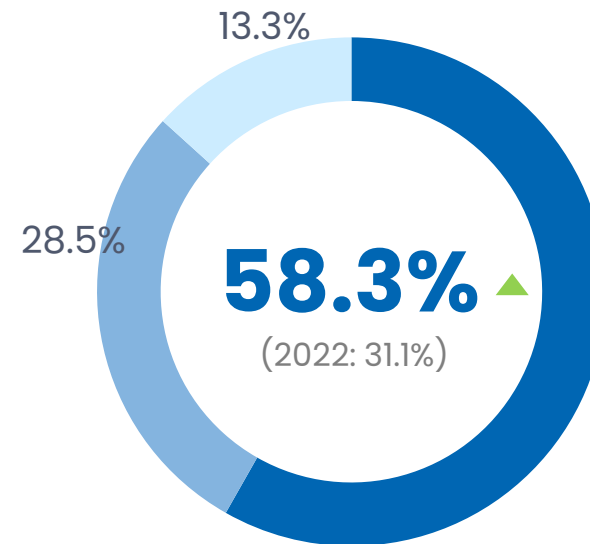


**Nearly 7 in 10 Businesses say government initiatives support fair competition, while nearly 6 in 10 feel consumer protections against unfair trade practices are sufficient.**

## Effectiveness of Government Actions for Competition and Consumer Protection



**Government policies, initiatives, actions and regulations affecting the industry**



**Government has done enough to protect consumers from unfair trade practices**

Rated 8 - 10  
Rated 6 - 7  
Rated 1 - 5

Base: Businesses (n=400)

D1 To what extent do you agree that government policies, initiatives, actions and regulations affecting the industry that you operate in ensure fair competition?

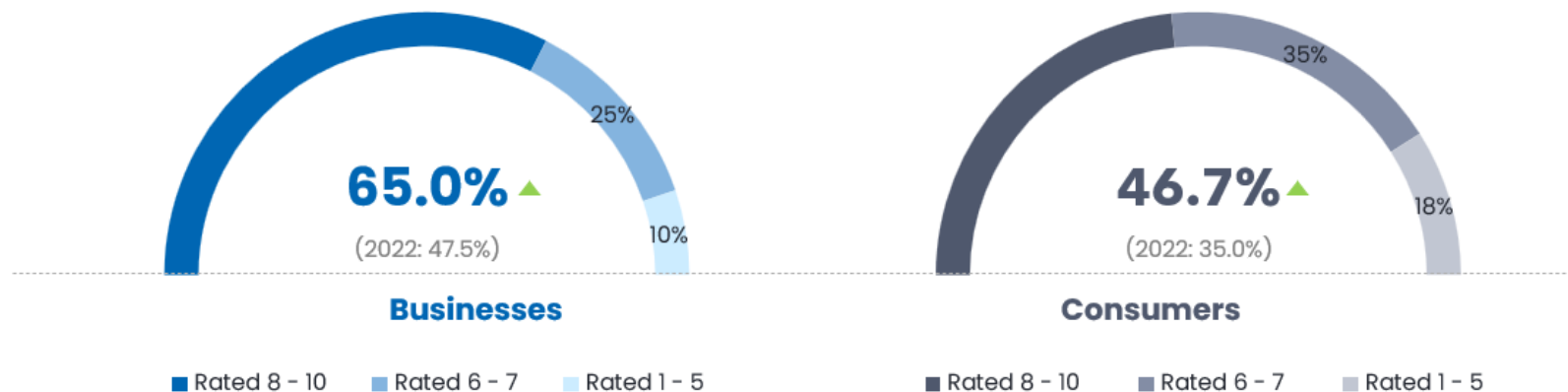
D2 To what extent do you agree that the government has done enough to protect consumers in Singapore from unfair trade practices?

Note: In 2022, the question was asked differently.

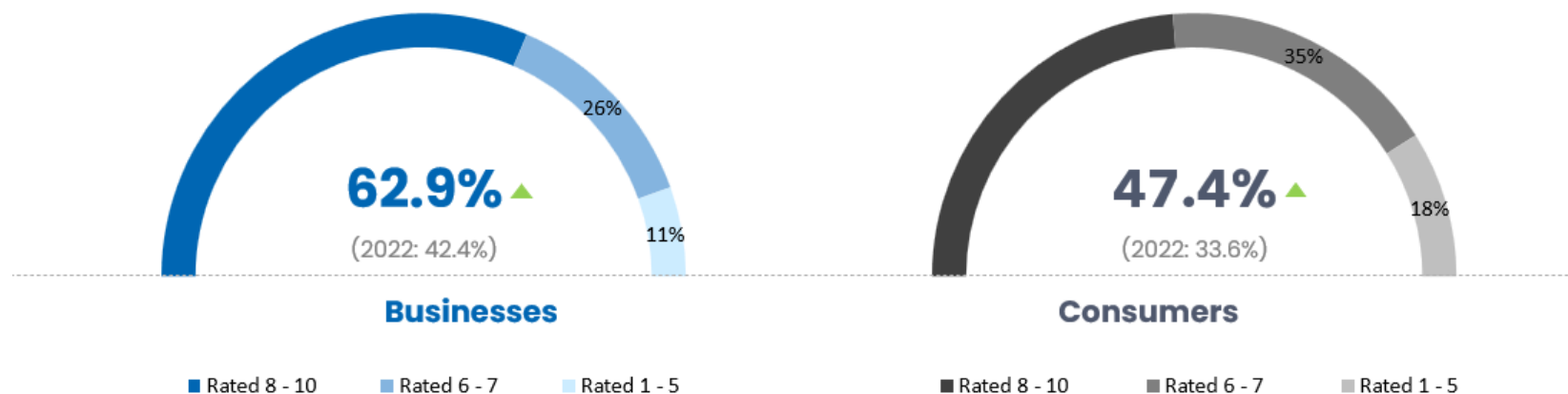


**Significantly more Businesses and Consumers acknowledged CCCS's effectiveness in combating anti-competitive practices and unfair practices in Singapore.**

### Effectiveness of CCCS against Anti-Competitive Practices



### Effectiveness of CCCS against Unfair Practices



Base: Businesses (n=326) ; Consumers (n=627) ;

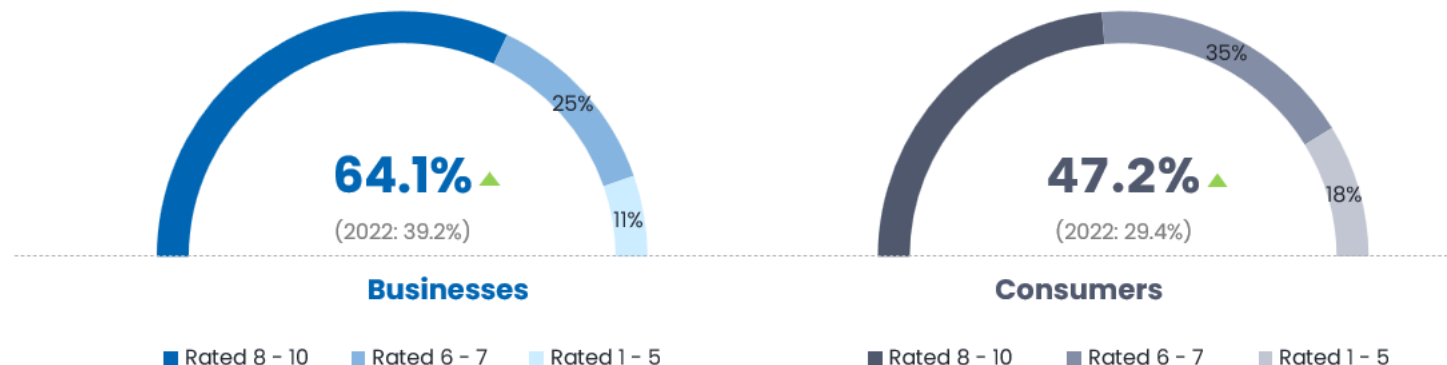
E1 To what extent do you agree that CCCS has been effective in taking action against anti-competitive practices in Singapore?

E3 To what extent do you agree that CCCS has been effective in taking action against businesses engaging in unfair practices in their supply of goods and services to consumers in Singapore?

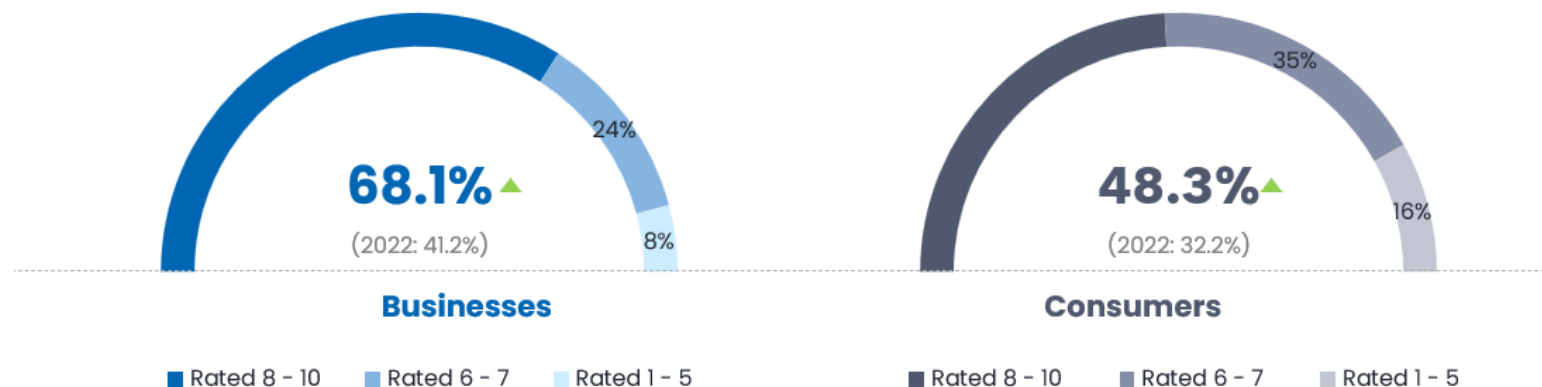


Similarly, more Businesses and Consumers believe CCCS has been effective in encouraging market competition and promoting fair trading practices locally.

### Effectiveness of CCCS in promoting competition



### Effectiveness of CCCS in promoting fair trading practices



Base: Businesses (n=326) ; Consumers (n=627) ;

E2 To what extent do you agree that CCCS has been effective in promoting competition in Singapore?

E4 To what extent do you agree that CCCS has been effective in promoting fair trading practices in Singapore?

# Preferred Information Sources



**Digital platforms, particularly CCCS's online presence through its website and social media channels, are most effective in engaging both Businesses and Consumers.**

## Preferred Information Sources

### Businesses

#### Information Sources

<b>28.0%</b>	Internet / CCCS's website
<b>20.3%</b>	Social media (e.g. Facebook, Instagram)
<b>9.8%</b>	Newsletters (e.g. e-mail, hardcopies)
<b>8.5%</b>	Conduct talks to your company
<b>8.0%</b>	Newspaper
<b>7.5%</b>	Seminars/conference (e.g. industry events)
<b>7.3%</b>	TV
<b>4.5%</b>	Industry/association magazines
<b>3.3%</b>	Corporate collaterals and publications (annual report, brochures, booklets etc.)
<b>3.0%</b>	Radio

### Consumers

#### Information Sources

<b>26.7%</b>	Internet / CCCS's website
<b>21.7%</b>	Social media (e.g. Facebook, Instagram)
<b>11.8%</b>	Conduct talks to your company
<b>9.6%</b>	Newsletters (e.g. e-mail, hardcopies)
<b>9.4%</b>	TV
<b>6.8%</b>	Seminars/conference (e.g. industry events)
<b>5.7%</b>	Newspaper
<b>4.9%</b>	Corporate collaterals and publications (annual report, brochures, booklets etc.)
<b>1.8%</b>	Industry/association magazines
<b>1.3%</b>	Radio

**Significantly more younger consumers (aged 15 – 34)**  
prefer social media as their primary source of information.

Base: Businesses (n=400) ; Consumers (n=1000)

F1 What would be the best way for CCCS to reach out to your company and share information and updates?