



COMPETITION  
& CONSUMER  
COMMISSION | SINGAPORE

# STAKEHOLDER PERCEPTION SURVEY 2022

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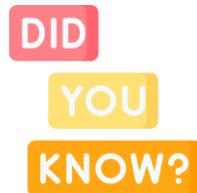
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01

# ***BACKGROUND AND METHODOLOGY***



# BACKGROUND

The **Stakeholder Perception Survey (SPS) 2022** aims to provide CCCS with insights into the knowledge level and perceptions of its stakeholder groups (i.e., businesses, consumers, competition/consumer protection practitioners and government agencies) towards:

- 1. CCCS' work,**
- 2. The Competition Act,**
- 3. The Consumer Protection (Fair Trading) Act (CPFTA).**

The **SPS 2022** consists of two phases:

- The **quantitative** phase of the study covers: **(i) Businesses;** and **(ii) Consumers.**
- The **qualitative\*\*** phase of the study covers **(i) Government Agencies;** **(ii) Competition Practitioners;** **(iii) Consumer Protection Practitioners;** **(iv) Businesses;** and **(v) Consumers.**

\*\*Please note that the qualitative phase of the study is not covered in this report.

# METHODOLOGY

	QUANTITATIVE SURVEY	
Respondent Type	Businesses	Consumers
Respondent Profile	Quotas by industry (based on Gross Domestic Product contributions)	(Singapore Citizens and Permanent Residents, aged 15 and above)
Methodology	Online survey, supplemented with face-to-face survey*	Face-to-face survey
Source of Contact	Nexus Link Database	
Data Collection Period	3 February – 4 April 2022	7 February – 4 April 2022
Acquired Sample Size (n)	<b>438</b>	<b>400</b>

\***Business survey methodology:** 315 (71.9%) and 123 (18.1%) were conducted via online and face-to-face surveys, respectively.

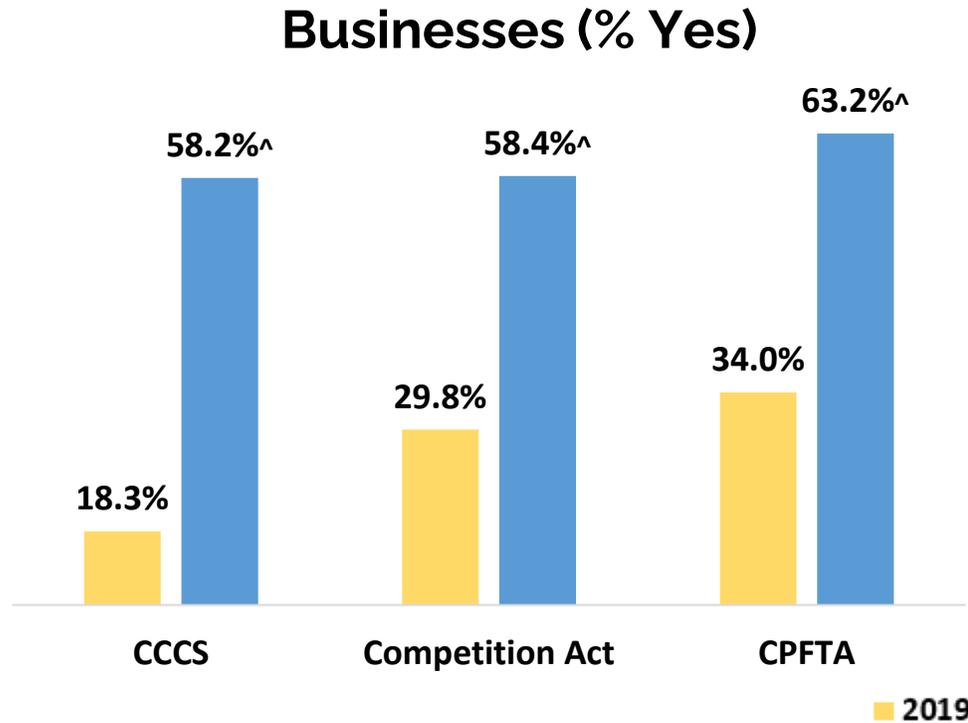
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# ***GENERAL AWARENESS***

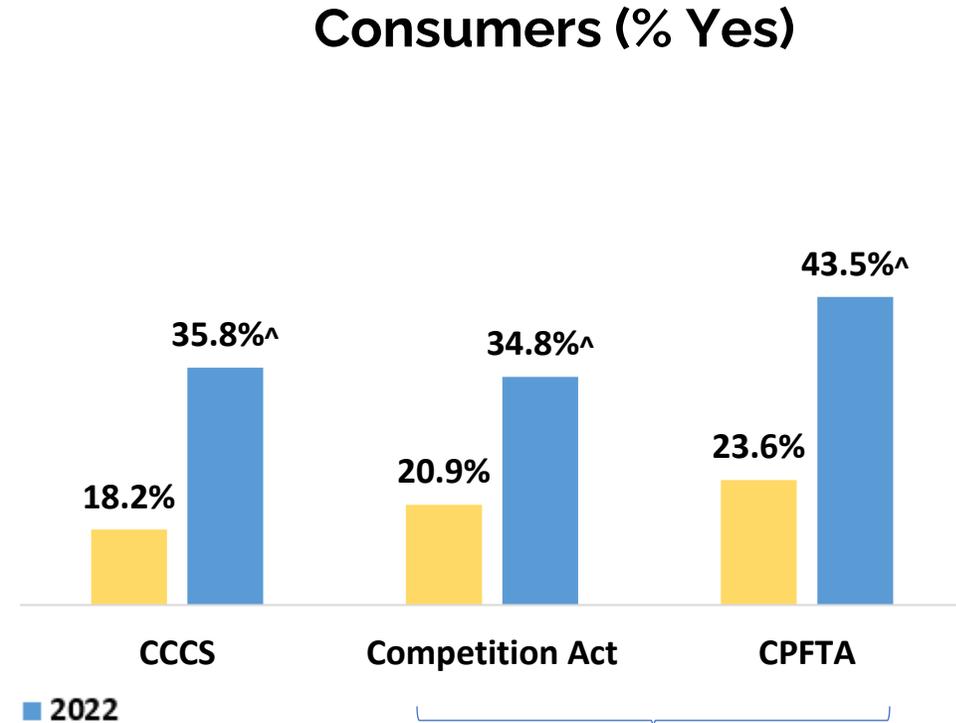


# AWARENESS OF CCCS/COMPETITION ACT/CPFTA

Higher awareness of CCCS/Competition Act/CPFTA as compared to 2019.



No significant difference across Business industries in awareness levels (CCCS/Competition Act/CPFTA).



Significantly **lower** awareness levels among Consumers (Competition Act/CPFTA).

- 1 to 3 room HDB dwellers;
- Secondary education or lower

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# COMPETITION



# PERCEPTION OF FAIR COMPETITION

Compared to 2019, there is a significant decline amongst Consumers who agree that businesses in Singapore compete fairly. Businesses and Consumers perceived price fixing as the most common anti-competitive practice in Singapore.

Businesses Q9/Consumers Q13: Do you agree that businesses in Singapore compete fairly?



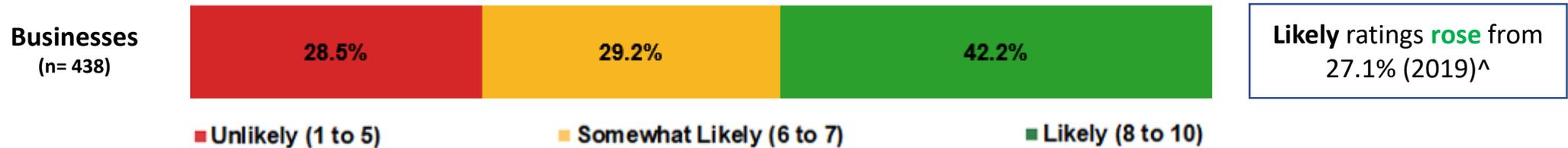
Businesses Q10/Consumers Q14: What do you think are the most common anti-competitive practices in Singapore#?

	Businesses (n=438)	Consumers (n=400)
Price fixing	58.9%	56.8%
Selling below cost by large/dominant suppliers to drive out competitors	48.9%	40.0%

# REPORTING ERRANT COMPETITORS (BUSINESSES)

**42.2% of Businesses were likely to report anti-competitive practices to CCCS.  
This is a significant increase of 15.1% from 2019.**

**Businesses Q11:** How likely are you to report/complain to CCCS if you are aware of anti-competitive practices engaged by your competitors?



**Businesses Q12:** What would make you more likely to report/complaint to the authorities (i.e., CCCS) about anti-competitive practices in Singapore#?

	Businesses (n=438)
Does not take up too much of my time and/or effort to provide the facts and/or evidence to the authorities	73.7%

# CCCS LENIENCY PROGRAMME

There is a significant increase in the awareness of CCCS's Leniency Programme.

**Businesses Q13:** Have you heard of CCCS's Leniency Programme?

	2019 (n=420)	2022 (n=438)
Yes	6.4%	11.6%^
No	93.6%	88.4%

**Businesses Q15:** Businesses are more likely to apply for the programme if... #

Top 3 Reasons		
1)	There is a full waiver of financial penalties	65.8%
2)	Little of no risk of losing their job or being ostracised by colleagues	63.7%
3)	If their company's legal advisor advises the company to do so	29.9%

# BUSINESSES' COMPETITION COMPLIANCE INITIATIVES

**78.1% of Businesses reportedly did not have competition compliance materials, of which 45.0% attributed this to a lack of resources.**

**Businesses Q16:** Does your company have programmes/checklists/collaterals/training/talks in place on compliance with the Competition Act? (n=438)

	2019 (n=420)	2022 (n=438)
<b>Yes</b>	19.5%	21.9%
<b>No</b>	80.5%	78.1%

**Businesses Q17:** Why does your company not have compliance initiatives in place? #

Top 3 Reasons		
1)	My company does not have sufficient resources to implement such initiatives	45.0%
2)	There are other priorities that require more urgent attention and/or are more important	39.8%
3)	It is not an industry-wide practice to have such initiatives	33.3%

Base: Companies which responded that they do not have Competition Act compliance initiatives (n=342)

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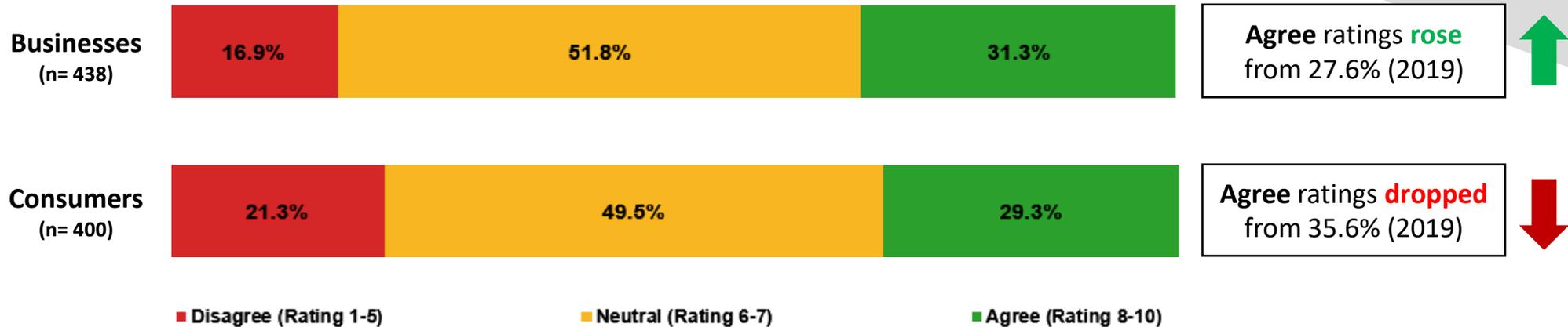
# ***CONSUMER PROTECTION***



# PERCEPTION OF UNFAIR TRADE PRACTICES

**31.3% of Businesses and 29.3% of Consumers agree that Singapore businesses are fair in dealing with customers. The changes as compared to 2019 were not significant.**

**Businesses Q18/Consumers Q19:** To what extent do you agree that businesses in Singapore are fair in dealing with customers.



**Businesses Q19/Consumers Q20:** What do you think are the common unfair trade practices that harm consumers in Singapore?#

	Businesses (n=438)	Consumers (n=400)
Suppliers who make false or misleading claims	67.4%	64.8%
Suppliers who charge a price for goods and services that is substantially higher than the initial estimate provided to the consumer.	52.5%	45.8%

In 2019, **Businesses (66.4%)** and **Consumers (59.2%)** perceived false/misleading claims as the most common unfair trade practice.

# REPORTING UNFAIR TRADE PRACTICES (BUSINESSES)

**There is an increase in the willingness to report errant businesses to the authorities as compared to 2019. However, there is a corresponding decrease in the tendency of Businesses to report unfair trade practices to trade associations over the same period.**

**Businesses Q20:** What would you do if you encounter unfair trade practices in your industry?#

	2019 (n=420)		2022 (n=438)
<b>I would complain/report to my trade association</b>	54.5%		33.8%
<b>I would complain/report to the authorities</b>	9.5%		18.3%

**Businesses Q21:** What would make you more likely to report/complain about unfair trade practices by your competitors to CCCS... #

Top 3 Reasons		
1)	Does not take up too much of my time and/or effort to provide the facts and/or evidence to the authorities	75.1%
2)	Guaranteed anonymity or identity strictly kept confidential by the authorities	69.9%
3)	If my company's legal advisor advises my company to do so	25.8%

# BUSINESSES' CPFTA COMPLIANCE INITIATIVES

**81.7% of Businesses reportedly did not have CPFTA compliance materials, of which 45.0% attributed this to a lack of resources.**

**Businesses Q22:** Does your company have programmes/checklists/collaterals/training/talks in place on compliance with the CPFTA?

	2019 (n=420)	2022 (n=438)
<b>Yes</b>	16.7%	18.3%
<b>No</b>	83.3%	81.7%

**Businesses Q23:** Why does your company not have compliance initiatives on CPFTA in place?#

Top 3 Reasons		
1)	My company does not have sufficient resources to implement such initiatives	45.0%
2)	There are other priorities that require more urgent attention and/or are more important	39.4%
3)	My company does not know how to implement such initiatives	31.0%

Base: Companies which responded that they do not have CPFTA compliance initiatives (n=358)

# SECTORS WITH UNFAIR TRADE PRACTICES (CONSUMERS)

**Beauty and Wellness and Home Renovation sectors have the highest incidence for reported unfair trade practices.**

**Consumers Q21:** In which of the following sectors have you encountered unfair trade practices in the last two years?#

	2019 (n=420)	2022 (n=438)
Beauty and Wellness	13.7%	20.0%
Home Renovation	13.9%	10.0%

Highest incidence rate amongst the **15 – 34 year old** age group.



Highest incidence rate amongst the **35 – 54 year old** age group.



**Consumers Q22:** Which unfair trade practice(s) was prevalent in...#

		Beauty and Wellness (n=80)	Home Renovation (n=40)
1)	Suppliers who exert undue pressure or undue influence on the consumer to enter into a transaction	62.5%	20.0%
2)	Suppliers who make false or misleading claims	43.8%	52.5%

Base: Consumers who experienced unfair trade practices in the specific sector in the past 2 years.

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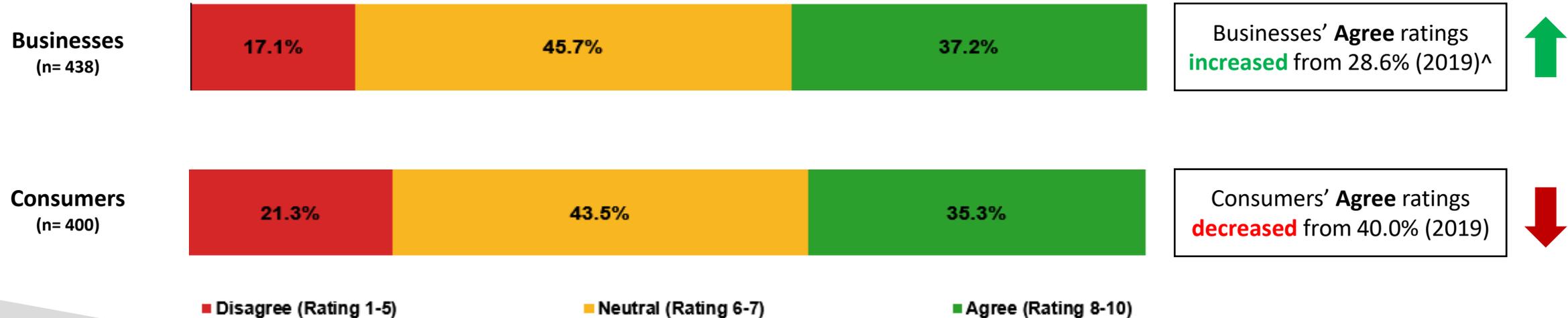
# *GOVERNMENT ACTIONS*



# GOVERNMENT ACTIONS: COMPETITION

**37.2% of Businesses agree that the existing Government actions have ensured fair competition among businesses. This represents a significant increase over 2019's findings.**

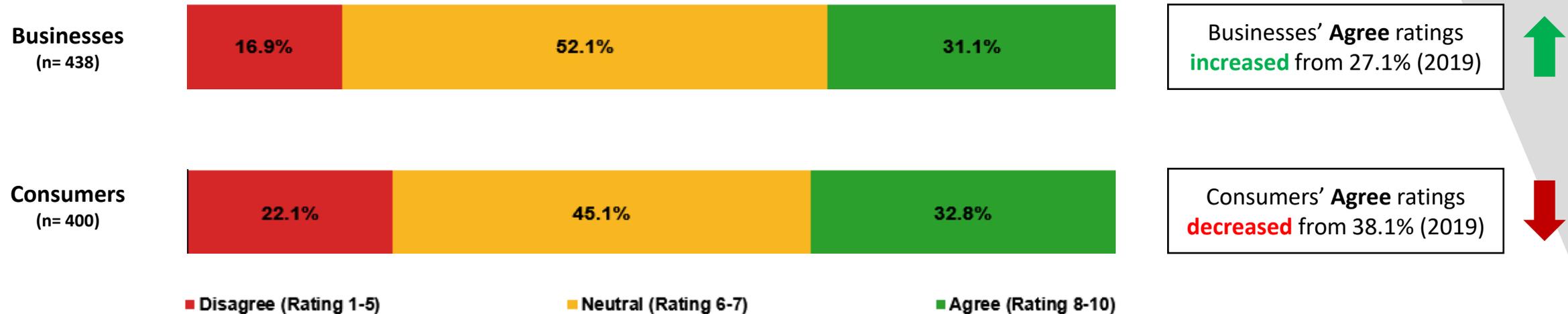
**Businesses Q24/Consumers Q23:** To what extent do you agree that government policies, initiatives, actions and regulations ensure fair competition among companies in Singapore?



# GOVERNMENT ACTIONS: CONSUMER PROTECTION

Over 30% of Businesses and Consumers agree that the Government has done enough to protect consumers from unfair trade practices.

**Businesses Q26/Consumers Q25:** To what extent do you agree that the government has done enough to protect consumers in Singapore from unfair trade practices?



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# ***EFFECTIVENESS OF CCCS***



# EFFECTIVENESS OF CCCS – COMPETITION

**Businesses generally rated the CCCS' effectiveness in acting against anti-competitive practices more favourably than Consumers.**

**Businesses Q28/  
Consumers Q27:** To what extent do you agree that CCCS has been effective in acting against anti-competitive practices in Singapore?

**Businesses**  
(n= 255)



**Consumers**  
(n= 143)



■ Disagree (Rating 1-5)      ■ Neutral (Rating 6-7)      ■ Agree (Rating 8-10)

Similar to 2019, there was a **higher percentage** of **Agree** ratings from Businesses (53.2%) than from Consumers (38.4%).

**Businesses Q30/  
Consumers Q29:** To what extent do you agree that the CCCS has been effective in promoting competition in Singapore?

**Businesses**  
(n= 255)



**Consumers**  
(n= 143)



Similar to 2019, there was a **higher percentage** of **Agree** ratings from Businesses (50.6%) than from Consumers (32.9%).

# WHAT CAN CCCS DO MORE - COMPETITION

**Stepping up on the publicity and education efforts is the most commonly cited suggestion for CCCS to enhance its effectiveness against anti-competitive business practices in Singapore.**

**Businesses Q29/Consumers Q28:** What can CCCS do to be more effective in acting against anti-competitive business practices in Singapore?# [Open-Ended]

	Businesses (n=255)	Consumers (n=143)
	%	%
<b>Publicity and Education</b>	<b>32.5</b>	<b>35.0</b>
Rules, Regulations and Interventions	15.3	24.5
Audits and Supervision	12.9	9.1
Disincentives and Penalties	3.1	18.2

 Highest %

## Publicity and Education - Businesses (Verbatim)

- *Public education to show what it has done. Be more proactive rather than reactive in its communications.*
- *I think CCCS can help small businesses to get more information on government policies and their industries.*

## Publicity and Education - Consumers (Verbatim)

- *They are not very “visible”, and I doubt many heard of them (CCCS).*
- *Have more road shows to let more industries and consumers be aware of CCCS.*
- *Release guidelines on standard business practices.*

# WHAT CAN CCCS DO MORE - PROMOTING COMPETITION

**Stepping up on the publicity and education efforts is the most commonly cited suggestion for CCCS to enhance its effectiveness in promoting competition in Singapore.**

**Businesses Q31/Consumers Q30:** What can CCCS do to be more effective in promoting competition in Singapore?# [Open-Ended]

	Businesses (n=255)	Consumers (n=143)
	%	%
<b>Publicity and Education</b>	<b>43.5</b>	<b>54.5</b>
Rules, Regulations and Interventions	13.7	19.6
Audits and Supervision	2.7	2.1
Disincentives and Penalties	1.6	4.9

 Highest %

## Publicity and Education - Businesses (Verbatim)

- *Perhaps be more effective at promoting to a wider audience.*
- *Very little information made known to the public as well as supplier. Maybe you should have a link or advertisement inside the main GeBiz pages or any relevant tender board that allow public to view.*

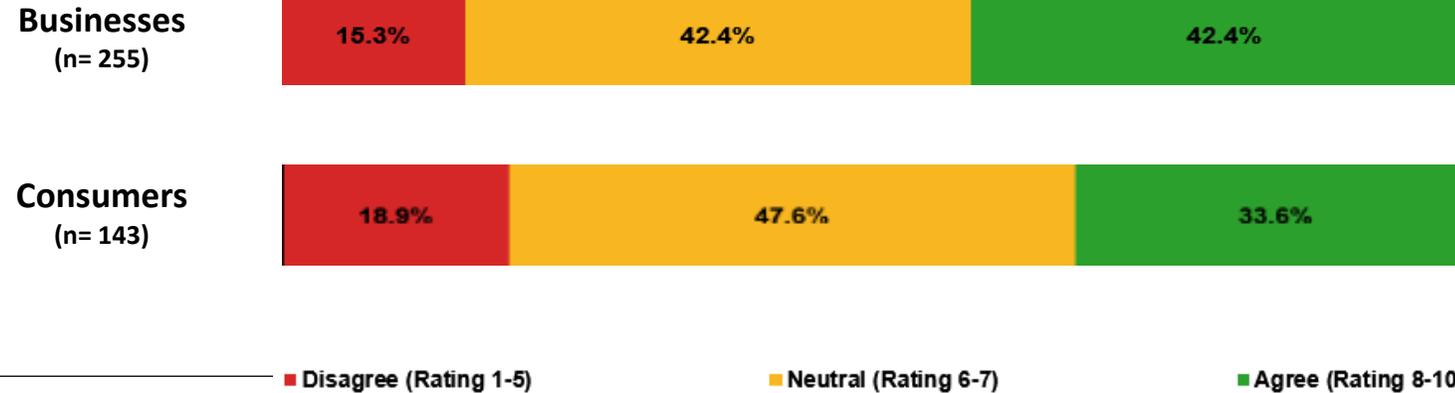
## Publicity and Education - Consumers (Verbatim)

- *Conduct more talks with different trades to understand them more.*
- *Have more info about anti competitive practices via media.*

# EFFECTIVENESS OF CCCS – CONSUMER PROTECTION

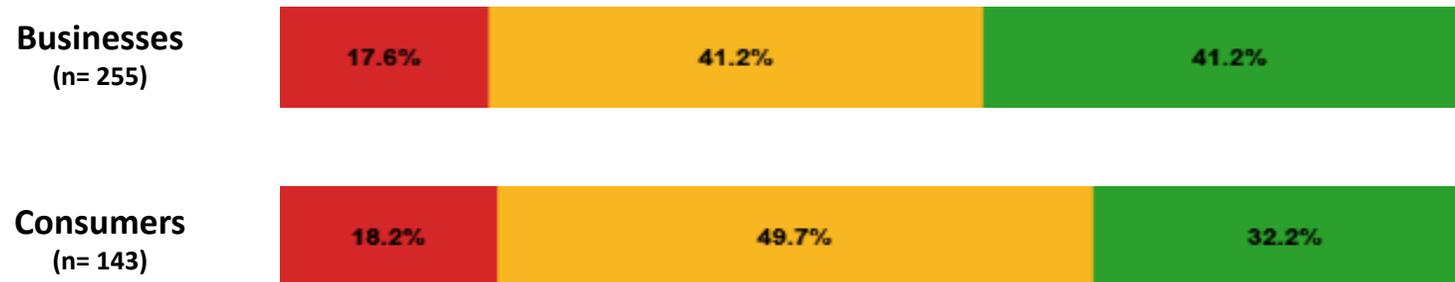
**Businesses generally rated the CCCS' effectiveness in taking action against unfair trade practices more favourably than Consumers.**

**Businesses Q32/  
Consumers Q31:** 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 or services to consumers?



Similar to 2019, there was a **higher percentage of Agree** ratings from Businesses (50.6%) than from Consumers (30.1%).

**Businesses Q34/  
Consumers Q33:** To what extent do you agree that the CCCS has been effective in promoting fair trading practices in Singapore?



Similar to 2019, there was a **higher percentage of Agree** ratings from Businesses (48.1%) than from Consumers (35.6%).

# WHAT CAN CCCS DO MORE – CONSUMER PROTECTION

To enhance CCCS' effectiveness in acting against unfair trade practices, Businesses (most) recommended stepping up on its publicity and education efforts; while Consumers advocated for harsh punishments on errant businesses.

**Businesses Q33/Consumers Q32:** What more can CCCS do to be more effective in taking actions against businesses that engage in unfair trade practices?# [Open-Ended]

	Businesses (n=255)	Consumers (n=143)
	%	%
<b>Publicity and Education</b>	<b>27.8</b>	17.5
Rules, Regulations and Interventions	17.6	23.8
<b>Disincentives and Penalties</b>	13.7	<b>34.3</b>
Audits and Supervision	5.1	6.3

 Highest %

## Publicity and Education - Businesses (Verbatim)

- Provide open channel for discussion or avenues for consumer engagement with the CCCS.
- I hadn't known about some of the actions CCCS has been involved in - it seems like it is doing more than most people know about.

## Disincentives and Penalties - Consumers (Verbatim)

- Harsher penalties including prison terms for errant companies' director.
- Put on shame list
- Heavier financial punishments

# WHAT CAN CCCS DO MORE – PROMOTING FAIR TRADING PRACTICES

**Stepping up on the publicity and education efforts is the most commonly cited suggestion for CCCS to enhance its effectiveness in promoting fair trading practices in Singapore.**

**Businesses Q35/Consumers Q34:** What can CCCS do to be more effective in promoting fair trading practices in Singapore? [Open-Ended]

	Businesses (n=255)	Consumers (n=143)
	%	%
<b>Publicity and Education</b>	<b>31.8</b>	<b>32.9</b>
Disincentives and Penalties	12.9	9.1
Rules, Regulations and Interventions	9.0	12.6
Audits and Supervision	3.1	3.5

 Highest %

## Publicity and Education – Businesses (Verbatim)

- *Make your presence more felt. Actively educate the public, not just wait for errant companies to act before investigating them.*
- *More reporting of unfair trading practices to be reported in the news so that consumers and businesses are informed of fair trading practices.*
- *Educating companies at the start of their business registrations and keeping a consultant assigned to the business for future follow ups.*

## Publicity and Education - Consumers (Verbatim)

- *More reporting of unfair trade practices to be reported in social media.*
- *Issue guidelines for companies to follow.*

07

# ***PREFERRED INFORMATION CHANNELS***



# REACHING OUT TO BUSINESSES AND CONSUMERS

Emails is the best way to reach out to Businesses, while newspapers is the best way to reach out to Consumers. Social Media was the second most preferred medium for both Businesses and Consumers.

Businesses Q36/Consumers Q35: What would be the best way for CCCS to reach out to your company/you and share information and updates about the Competition Act/CPFTA/CCCS#?

## Businesses



2019 SPS:  
1st: Email (24.8%)  
2nd: Corporate collaterals (22.6%)

Businesses (n=438)	(%)
Email	33.6%
Social Media	11.2%

## Consumers



2019 SPS:  
1st: TV (39.8%)  
2nd: Internet/CCCS Website (12.9%)

Consumers (n=400)	(%)
Newspapers	26.8%
Social Media	20.0%

**END**



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