

Complaint : Misleading customer press ad advertised by Giant

Written by Administrator

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I wish to bring to your attention a misleading customer press ad advertised by Giant in The Star newspapers dated 17th May 2008 @ Saturday. Giant had published in their ad "VOTED the LOW PRICE LEADER in Malaysia by customers for 5 years". This raised doubts to me as a customer as:

- 1) Where is this source from?
- 2) 5 years since when or from when?
- 3) Where is the supporting results to proof this statement?
- 4) How was this result derived?
- 5) Who and what is the size of the customer base?
- 6) When was this voting system/survey done?
- 7) Isn't there a governing body to ensure that claims are adequately supported?
- 8) How was this press ad approved without proper supporting documents?

This is a serious case of mis-lead information as until today many of us will be unable to tell you which is the cheapest retailer. They have been fooling customers by these ridiculous claims for the past 3 months and I really do feel cheated by being bombarded with such statements. I therefore sincerely seek your assistance in clarifying this outrageously, ridiculous claim by Giant.

Appreciate your feedback and advice. Thank you

Director NCCC : Important points raised by the consumer concerned