KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP

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Tarikh: **26 Januari 2026**

UNIT KOMUNIKASI KORPORAT

KEMENTERIAN PERDAGANGAN DALAM NEGERI
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詩華日報
SEE HUA DAILY NEWS

HARI: ISNIN
TARIKH: 26/1/2026
M/SURAT: 9

◄张健仁服务中心安排的“昌明大马慈悯流动促销”昨日在永明枫岭居民民众联谊会民众会堂热爆举行，现场民众排队付款。

►过年必备食材-三层肉首次纳入促销菜单，并以近30%的折扣价出售，成为现场最受欢迎的热销商品之一，吸引大批民众选购。

慈憫促銷配合年關

三層肉折扣30%熱銷

（本报古晋25日讯）继上周“昌明大马慈悯流动促销”首场活动在八港中公礼堂成功举行後，张健仁服务中心今日再安排这项惠民促销活动到肯巴斯路第三巷永明枫岭居民民众联谊会民众会堂举行，继续为当地社区捎来价格实惠的日常必需品。

其中，配合农历新年需求，过年必备食材-三层肉首次纳入促销菜单，并以近30%的折扣价出售，成为今日现场最受欢迎的热销商品之一，吸引大批民众选购。

民衆冒雨前來搶購

随著新春佳节临近，经由张健仁服务中心积极向国内贸易及生活成本部争取後，合作供应商Lucky Supplies有限公司今日特地携带约50公斤冷冻新鲜三层肉到场销售。该三层肉平日每公斤售价为33令吉90仙，今日促销价则降至每公斤24令吉，价格便宜将近30%，引来现场抢购热潮。

今日的流动促销活动共有多达50种日常生活必需品以比市价低约30%的优惠价格出售。尽管下起大雨，但民众热情不减。现场工作人员指出，活动尚未正式开始，已有不少居民撑伞前来，在民众会堂内耐心排队，等待“临时超市”开卖，以便第一时间享有优惠价格。

此次促销商品涵盖鸡蛋、食用油、白米、罐头食品、洗涤日用品以及肉类等多项必需品。以鸡蛋为例，原价17令吉50仙的一盘30粒装鸡蛋，在促销活动下仅售约12令吉70仙；900克装美禄饮品原价20令吉90仙，促销价降至14令吉90仙；其他如白米、食油、面粉、快熟面、白糖、洗涤用品及各类罐头食品，同样享有不同幅度的优惠。

張健仁與民交流

在准备飞赴吉隆坡出席新一周国会会议前，实且宾区国会议员张健仁今早也特地前往现场巡视活动进行情况，确保促销活动顺利展开。他在现场与民众及供应商亲切交流，了解大家对促销活动的看法，并听取改进建议。多名民众受访时表示，这类促销活动非常实用，不少日常必需品都有明显折扣，确实帮助他们减轻生活开销负担。

有民众指出，这些乾粮和日用品都是家中经常需要使用的物品，既然价格比平时便宜，就趁机多买一些“补货”，也可为即将到来的佳节做好准备。

“昌明大马慈悯促销”是昌明大马政府推出的长期惠民计划，旨在协助民众在生活成本持续上升的情况下，减轻家庭日常开销负担。在接获许多居民的询问後，张健仁服务中心积极向国内贸消部争取，这项促销活动如今更以流动的方式，去到不同社区，为当地民众提供“临时超市”的购物便利。

该促销计划为常年措施，政府每月都会定期举办相关活动。每一场活动中，政府都会向参与的合作商家提供一定数额的补贴，例如约2万令吉，让商家能够以低於市场价格约30%的优惠出售必需品，真正达到惠及民众、商家与社区的多赢效果。

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UMUM

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NEW STRAITS TIMES

HARI: ISNIN
TARIKH: 26/1/2026
M/SURAT: 2

DRIVEN BY PROMOTIONS

PRICE DRIVES BUYING CHOICES

Christina Tee

Many consumers pick lower-cost products due to tight budgets, even if these items are less safe or durable

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MOST consumers opt for the cheapest products available, often setting aside considerations of quality and safety.

Industry leaders say this is not due to ignorance, but rather a matter of necessity.

They told *Business Times* that demand for branded or premium products remains weak, largely because rising living costs have squeezed household budgets.

Many consumers, they added, are fully aware of quality differences but are forced to prioritise price — increasingly questioning whether higher prices genuinely translate into better quality.

Last November, Deputy Domestic Trade and Cost of Living Minister Datuk Dr Fuziah Salleh said only around 30 per cent of consumers prioritise branded or higher-quality items, lower than the roughly 80 per cent seen in many other countries.

She added that consumer awareness is a vital yet often overlooked component in strengthening the domestic retail sector.

Consumer Behaviour

Federation of Malaysian Consumers Associations chief executive officer Saravanan Thambirajah said many consumers understand that cheaper products are not automatically safe. Likewise, expensive or well-known brands do not guarantee high quality.

He said this view is shaped by past experiences in which higher-priced products did not meet expectations for durability, safety or performance.

This, he said, reinforces the notion that price alone is not a dependable measure of value.

"Post-pandemic, consumers have become significantly more price-sensitive and promotion-driven.

"This behaviour reflects prolonged cost-of-living pressures and income uncertainty, pushing households to prioritise affordability and short-term savings.

"While this coping strategy may be understandable in the current economic climate, it is not entirely sustainable for household financial health," he said when contacted.

Malaysian International Chamber of Commerce and Industry president Christina Tee said many households continue to be price-conscious, meaning their buying decisions are driven more by affordability and practical value than by brand status.

She added that consumers are becoming increasingly pragmatic, prioritising products that offer comfort and reliability and meet their needs at a fair price.

Saravanan Thambirajah

"This shift in consumer behaviour has contributed to a highly competitive, price-driven market structure."

She said in such an environment, brands able to offer acceptable quality at lower price points tend to gain traction, which partly explains the growing presence of Chinese brands in Malaysia.

"China's scale as a manufacturing hub makes it difficult to compete purely on cost," she said.

However, Tee said that competition driven by price can create issues with consistency and quality, ultimately impacting consumer trust.

The Price Dilemma

Saravanan said an excessive focus on promotions and low prices can lead to impulse buying, poor financial choices, and the frequent need to replace low-quality items, which could end up being more costly in the long run.

He said there is a risk that an excessive focus on low prices may lead consumers to compromise on safety, durability and long-term value.

"At the same time, Fomca said that higher prices should not be equated with better quality. Both extremes carry risks.

"Cheap products may fail to meet safety standards, while expensive branded goods may rely more on marketing rather than on quality improvements," he said.

He added that the core issue is not the price itself, but the absence of clear information that enables consumers to make informed decisions.

Saravanan said Fomca is worried about a widening consumption gap, with safer, more durable and higher-quality products becoming largely accessible to higher-income groups.

He added that lower-income consumers are frequently forced to choose cheaper alternatives out of financial necessity, even when these options may carry higher long-term costs or risks.

"This situation highlights the need for stronger market governance to ensure that basic quality and safety are not treated as premium features.

"In this context, clear labelling, transparency and integrity from manufacturers and service providers are important.

"Consumers must be given accurate, honest and understandable information regarding product standards, safety compliance, ingredients, warranties and after-sales support," he said.

He added that deceptive claims, whether promoted as "cheap and affordable" or through premium branding, erode consumer trust and can skew purchasing decisions.

Shifting Towards Value-Driven Buying

Tee said a stronger focus on quality and branding will rely on several factors.

She added that sustainable wage growth is key, as it enables consumers to make decisions based on value rather than just price.

"At the same time, stronger branding of local products, anchored in clear differentiation around quality and reliability, will be key to justifying a price premium.

"This must be supported by robust and transparent quality assurance frameworks, including recognised certifications and regulatory standards, which reinforce credibility and give consumers confidence that higher-priced goods deliver genuine value," she added.

She said these elements would encourage healthier competition based on quality, innovation and long-term value creation.

Meanwhile, Saravanan said consumers must not fall into the trap of equating cheap with value or expensive with quality.

He added that responsible purchasing involves conducting research, comparing products and assessing actual needs.

Consumers should be encouraged to assert their rights and responsibilities. They can demand accurate information, lodge complaints when standards are not met and make informed choices.

"A balanced approach, supported by strong regulation and consumer education, can ensure that affordability, safety and value can coexist in the marketplace."

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Relief, but where's capability building?

COMMENT

By Galvin Lee Kuan Sian

WHEN Prime Minister Datuk Seri Anwar Ibrahim tabled Budget 2026, one of the most widely discussed measures was the government's decision to once again provide a RM100 cash payment to every Malaysian adult aged 18 and above under the Sumbangan Asas Rahmah (Sara) and Sumbangan Tunai Rahmah (STR) programmes.

According to the Finance Ministry, the payment will reach roughly 22 million adults, functioning as a short-term cushion for households facing cost-of-living pressures ahead of festive seasons.

The measure is unequivocally popular. In an economic environment characterised by inflationary stress and stagnant salaries, even a little transfer might alleviate the burden of everyday necessities.

Helping citizens cope with today's prices is essential but helping them command tomorrow's income is transformative. – ADAM AMIR HAMZAH/THESUN

The action is politically inclusive and administratively uncomplicated, where everyone is eligible, and everyone gains advantages. However, underneath its superficial allure exists a more profound policy question: Is this simply a transaction, or can it evolve into a component of a wider revolution in Malaysia's support for its citizens?

There is no doubt that many Malaysians will welcome the cash. The previous round of Sara assistance saw a large majority of recipients spend the money within days, a sign of genuine need and the immediacy of economic stress.

The government's total commitment of around RM15 billion to cash aid in 2026 demonstrates an earnest desire to help. But one-off handouts, however well intentioned, are not a substitute for building lasting financial capability.

A fixed RM100 payment offers temporary relief for a few days' expenses, but it fails to significantly bolster future resilience. Instead, it jeopardises the perpetuation of a dependency cycle because individuals rely on Putrajaya for temporary relief instead of avenues to enhanced earning potential.

The universality of the payment, albeit politically attractive, undermines its economic specificity: High-income beneficiaries obtain the same amount as low-income individuals, diminishing the potential effect on those that require assistance the most. Over time, this extensive distribution may become financially burdensome yet socially superficial.

Cash transfers need not be abandoned, but they can be reimagined. Instead of treating them purely as consumption boosters, the government could use such programmes to signal a parallel commitment to capability building. A portion of future aid could be linked to optional redemption for short-term courses, vocational certifications or entrepreneurship toolkits, enabling recipients to convert temporary assistance into skills and employability.

Basic behavioural nudges may enhance efficacy. In addition to disbursement notifications, beneficiaries could receive links to budgeting tools, micro-investment opportunities or details regarding upskilling programmes provided by MDEC, HRD Corp or community colleges. These inexpensive linkages would transform aid from a simple disbursement into a catalyst for engagement in the formal sector.

More importantly, the government could measure not only distribution efficiency but also impact on how recipients spend, whether short-term consumption translates into improved welfare and whether complementary support mechanisms reach those who need them most. Transparency in outcomes would allow future budgets to refine targeting without politicising assistance.

Critics may dismiss monetary assistance as a populist policy; yet, such a judgement is unfair when families are in distress. The fundamental issue is not a lack of compassion; rather, it is the absence of a mechanism that links alleviation to advancement. In a nation where wealth disparities endure and youth unemployment remains persistently high, fiscal instruments must be crafted to empower rather than simply placate.

Budget 2026 rightly places people at the centre of economic recovery. The RM100 gesture is a nod to inclusivity and empathy. Yet for Malaysia to move from safety nets to springboards, future budgets must increasingly blend short-term assistance with long-term empowerment. Helping citizens cope with today's prices is essential but helping them command tomorrow's income is transformative.

The 2026 cash aid measure is understandable and politically defensible. It reaches everyone, it arrives fast and it signals that the government is listening. But it also exposes a missed opportunity to pivot from relief to resilience. The difference between a transfer and a transformation lies in what follows the payment – whether it becomes a brief respite or the foundation of a stronger, more skilled society.

Malaysia has proven adept at distributing money efficiently. The next challenge is to distribute opportunity with the same zeal. Only then can the promise of shared prosperity move beyond the wallet, and into the fabric of everyday capability.

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TARIKH	**TAJUK**	**PAUTAN**	**MEDIA**
26-Jan	Pendekatan serampang dua mata kerajaan bantu rakyat – Armizan	https://malaysiagazette.com/2026/01/22/pendekatan-serampang-dua-mata-kerajaan-bantu-rakyat-armizan/	MALAYSIA GAZETTE
26-Jan	PJRM Diperluas ke Seluruh Negara, Ringankan Kos Sara Hidup Rakyat – Armizan	https://sabahnews.com.my/pjrm-diperluas-ke-seluruh-negara-ringankan-kos-sara-hidup-rakyat-armizan/	SABAH NEWS
26-Jan	Program Jualan Rahmah MADANI diperluas ke-222 Parlimen, 600 DUN - Menteri	https://www.bharian.com.my/berita/nasional/2026/01/1500237/program-jualan-rahmah-madani-diperluas-ke-222-	BERITA HARIAN
26-Jan	Program Jualan Rahmah MADANI diperluas ke 222 Parlimen, 600 DUN	https://mediaselangor.com/ms/2026/01/340533	MEDIA SELANGOR
26-Jan	Dua kedai runcit dikompaun gagal pamer tanda harga	https://sabahnewstoday.net/dua-kedai-runcit-dikompaun-gagal-pamer-tanda-harga/	SABAH NEWS

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