

# Pak Lah: Women best people to groom consumers

The Star - 14/4/2006

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**KUALA LUMPUR:** Women are the best people to groom wise consumers, says Datuk Seri Abdullah Ahmad Badawi.

"What better way is there to educate consumers than through mothers and wives? They can influence the family to spend wisely," the Prime Minister said.

He added that women could also tell their friends and relatives to avoid places where the goods were overpriced.

Abdullah, who was speaking at the launch of the Domestic Trade and Consumer Affairs Ministry's Smart Consumer campaign yesterday, paid tribute to women, saying if they were prepared for the task of being smart consumers, they would most likely achieve it.

"This is because women are loyal to the task given to them and have the right qualities," he said, adding that children were more likely to listen to their mothers.

Abdullah was addressing about 500 Puspanita (Association of Women Officers and Wives of Officers in the Civil Service) members who are the new partners for the campaign.

He said the campaign teaches consumers to be wise when they buy products. It was not out to make consumers stingy, but to allow them to exercise their rights.

"Consumer power can make businesses lose millions of ringgit, as seen in the recent bird flu outbreak where poultry farms lost millions because consumers were afraid to consume chicken," Abdullah noted.

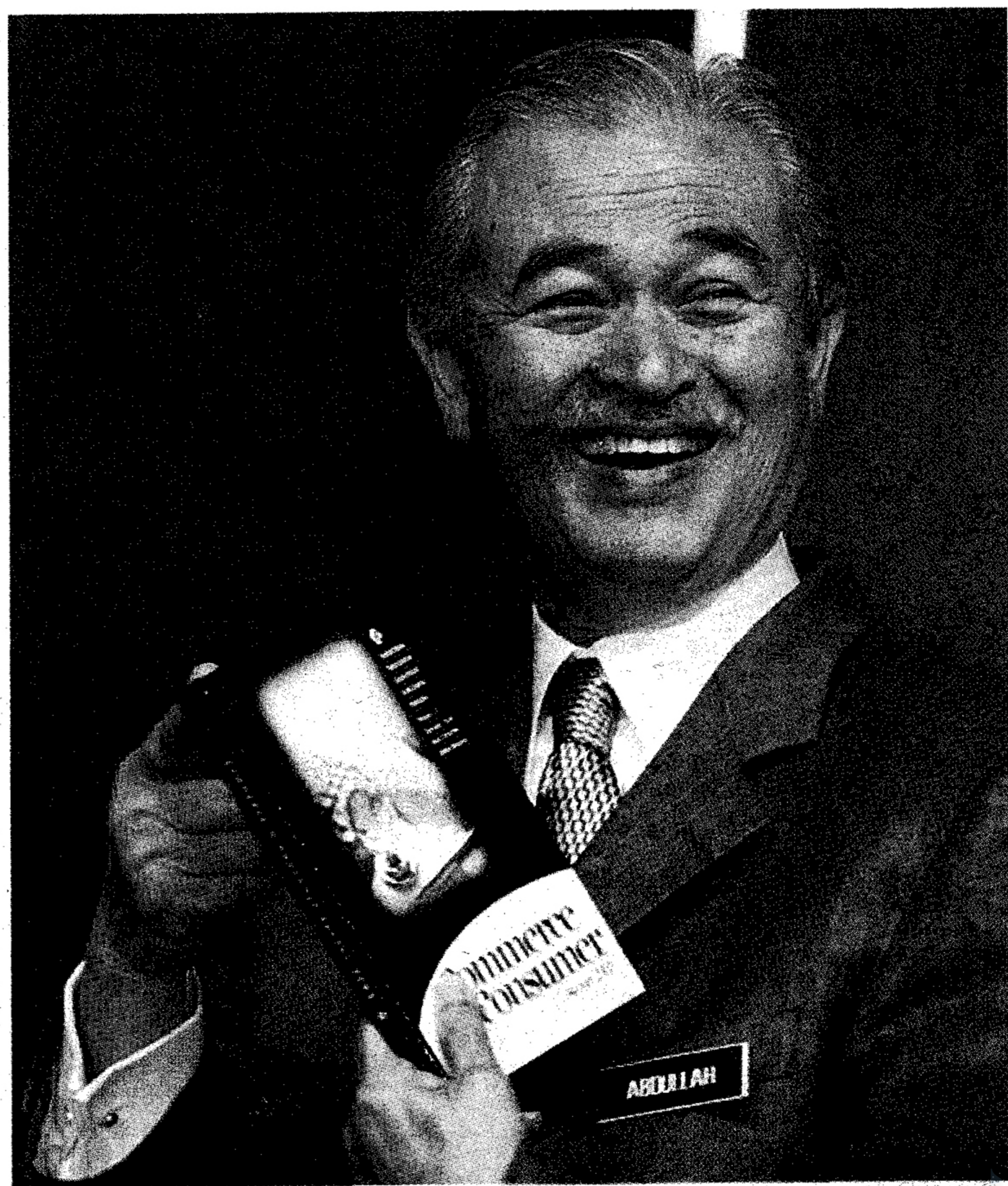
He added that if the Government expected the consumer to spend wisely, then it must also lead by example.

"Those involved in the campaign must also show that they are smart consumers and not be made to look like hypocrites," he said.

Consumers, he suggested, could help themselves by making sure goods carried price labels. They could also try growing vegetables and fruits in their gardens.

Meanwhile, Puspanita president Suslita Abdul Majid said women contributed about 80% of domestic spending, which explained their importance to the campaign.

"Wives need to help husbands reduce spending in the household," she said.



**READ THIS:** Abdullah showing the 'Consumer and Commerce Report' given to him by Domestic Trade and Consumer Affairs Minister Datuk Mohd Shafie Apdal during the campaign yesterday.