

Consumers must change their lifestyles

MUCH has been discussed on the impact of price increases with some pointing fingers at the Government for the increases while others simply live with it.

We in Malaysia are fortunate since we have abundance of resources to choose from.

Unfortunately the majority of consumers in Malaysia are still pointing fingers instead of making serious efforts to bring about changes in their lifestyle.

Each one of us can do something to bring about change in our consumption patterns.

I believe that if everyone decides to contribute a small change in consumption patterns, these changes will make a big impact on the market.

We are simply consuming more than what we need and most of the things we consume

are just to fulfil our wants, which are often infinite.

Going back to the basics is something that all of us should do. While consumers in developed nations are beginning to adopt simple lifestyles, we in Malaysia are copying their previously affluent ways and repeating their mistakes.

No matter what the Government does to help consumers, self protection is still the best solution to the problems.

Consumers today, if united, can determine the direction of our national economy. Having lots of money does not guarantee well-being. What is needed is wise management to ensure that money spent will benefit us, our family and society.

Our traders and manufacturers should also

practise ethical business.

How can they expect consumers to buy local products when all they care about is making as much money as possible? Social responsibilities need to be emphasised to ensure that the interests of all parties are taken care of.

A fair marketplace can be achieved in Malaysia if consumers, sellers, producers and the Government work hand in hand towards achieving this goal.

We do not need any more laws and regulations; we need solidarity among consumers to bring about change in society.

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