

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**



**A STUDY ON THE PUBLIC PERCEPTIONS TOWARDS THE
PRODUCTS OF KR1M**

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

"Kedai Rakyat 1Malaysia" (KR1M) is well-known as a shop that is operating on a small market place which provides basic needs at low prices (Barisan Nasional, 2015). It was introduced by the Prime Minister Dato' Seri Najib Tun Razak under the Government Transformation Programme (GTP) on his concerns for the lower income people which is located in urban areas as well as in the rural area. In GTP, there are seven core of National Key Results Areas (NKRA), and one of its main is focusing on Addressing the Rising Cost of Living whereas KR1M falls under it. KR1M sold groceries and other household basic necessities at lower prices which aimed to lighten the burden of rise cost of living on the affected public. Currently, there are 250 products or items sold in the stores (Barisan Nasional, 2015), and the product of KR1M will be added in the future as well.

In addition, the house-branded in KR1M products are 30 per cent to 50 per cent lower compared to other brands in market place (Chang, 2011). KR1M was run and undertaken by Mydin Mohamed Holdings Berhad. There are many of items on sale which are cheaper by 30 per cent to 40 per cent compared with other market prices such as Giant (Malaysian Reserve, 2012).

Meanwhile, KR1M is also in line and matched with the slogan of "Rakyat Didahulukan" which has been presented by Prime Minister. The existence of KR1M itself also will act as an average for the government to