



PENSONIC
Your Enjoyment

DATUK DIXON CHEW CHUON JIN
Group Chief Executive Officer
Pensonic

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Our brand continues to reinforce trust through transparency, consistent quality and responsive service. By listening to our consumers, we provide reliable solutions with clear communication, value-added promotions, and after-sales support, thus strengthening loyalty.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are increasingly becoming value-conscious and at the same time prioritising durability in products. Our brand is recognised for delivering cost-effective, high-quality solutions through targeted promotions, with a strong focus on long-term value, giving customers confidence in their spending while building lasting trust and loyalty.



With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Amid rising costs, our brand redefines value by focusing on durability, reliability, and long-term benefits. Through cost-effective solutions, bundled promotions, and practical features, we deliver quality with meaningful savings, ensuring our products remain relevant and appealing to consumers.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economy has driven us to prioritise strategic investments, strengthen core products, enhance customer experience, and optimise operations. By balancing innovation with prudent spending, we safeguard our brand trust, maintain consumer value to ensure long-term, sustainable growth.

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What changes in consumer spending

Malaysians and Malaysian business