

ABSTRAK

Gelagat Penggunaan Barang Keperluan Di Kalangan Pengguna Muslim : Kajian Perbandingan Di Jajahan Pasir Puteh, Kelantan Dan Daerah Petaling Jaya, Selangor.

Gelagat penggunaan biasanya dipengaruhi oleh pelbagai faktor, antaranya ialah keadaan demografi seperti jantina, umur, tahap pendidikan, jenis pekerjaan, bilangan isi rumah, pendapatan bulanan, kawasan tempat tinggal dan taraf perkahwinan. Kajian dilakukan untuk membandingkan gelagat penggunaan barang keperluan oleh pengguna muslim daripada latar belakang yang berbeza iaitu daripada kawasan luar bandar yang diwakili oleh responden di Jajahan Pasir Puteh, Kelantan dan kawasan bandar besar diwakili oleh responden di Daerah Petaling Jaya, Selangor. Fokus kajian ialah dari segi peruntukan perbelanjaan, barang yang menjadi pilihan utama, faktor tarikan pembelian, saluran maklumat, lokasi pembelian dan kriteria pemilihan barang keperluan. Rumusannya, gelagat penggunaan barang keperluan responden di Pasir Puteh dan Petaling Jaya berada di dalam lingkungan amalan penggunaan Islam. Saluran maklumat dan lokasi pembelian barang keperluan bagi responden di kedua-dua tempat dipengaruhi oleh suasana persekitaran dan faktor latar belakang kawasan tempat tinggal yang mana mempunyai kemudahan dan infrastruktur yang berbeza. Namun kajian mendapati gelagat penggunaan barang keperluan oleh responden di Pasir Puteh lebih menepati teori penggunaan di dalam Islam kerana majoriti responden di Pasir Puteh membelanjakan keseluruhan pendapatan mereka untuk mendapatkan barang keperluan. Sebaliknya responden di Petaling Jaya yang mempunyai lebihan pendapatan lebih cenderung untuk berbelanja bagi mendapatkan barang *hajiyah* dan *tahsiniyah*. Peratusan responden yang memilih label halal sebagai faktor tarikan pembelian yang paling utama dan jumlah responden yang memilih halal sebagai kriteria yang paling penting juga menunjukkan responden di Pasir Puteh mengatasi responden di Petaling Jaya.

ABSTRACT

Muslims Consuming Behaviour In Necessity Goods : Comparison Research At Pasir Puteh, Kelantan And Petaling Jaya, Selangor.

In order to achieve the objectives of consuming in line with Islamic principles, muslims consumer certainly do their consuming activities base on the rules in Islam. The consuming behaviour are mostly affected by the various factor. The factors are demography situation such as gender, age, education, job varieties, members of family, monthly income, living area and marital status. This research is concerned with consuming behaviour among muslims consumer which are come from different backgrounds. This research also focussed on budget, main necessity goods, attractiveness of buying factor, information source, location and criteria of choosing goods. The difference in consuming behaviour has been done between muslims consumer who are living in rural area and muslims consumer who are living in the big city. The rural muslims consumer are represented by the community in Pasir Puteh, Kelantan and the city muslims consumer are represented by the community in the district of Petaling Jaya, Selangor. The research found that consuming behaviour among muslim consumers in Pasir Puteh dan Petaling Jaya are in line with Islamic consuming principles. Since the respondent from the two places are attracted by information sources and the location that are well provided different facilities and infrastructure. However the consuming behaviour in necessity goods among the respondent in Pasir Puteh are more accurate to Islamic consuming theory because they spend all their money to get neccessity goods. Different with the respondent in Petaling Jaya they use their income surplus to get their emenities and luxuries goods. This research also found that the respondent in Pasir Puteh are exceeded in everage of choosing halal label as the most attractive factor and the righteous criteria in consuming necessity goods.