

UNIVERSITI TEKNOLOGI MARA

**AWARENESS OF AWLAWIYYAT
USED THAT GUIDES PRIORITY IN
MUSLIM CONSUMPTION: A STUDY
AMONG MUSLIM HOUSEWIFE IN
HULU LANGAT**

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ABSTRACT

In this study, *awlawiyyat* is a hierarchy used to determine the sequence to needs. Where the need is categorized into three categories according to its importance. Every human being is a consumer. Therefore, it is necessary to use items every day and need to buy items regularly at least once a week for daily use. Because of that, they have naturally practiced *awlawiyyat* in their lives. They definitely need to prioritize essential items when buying daily items such as kitchen items, clothes and so on. Furthermore, this study focuses on housewives who are mostly already savvy in determining importance in needs. Therefore, the writing of this study was held to see the extent of awareness about *awlawiyyat* among housewives in Hulu Langat. This study will focus on knowledge, understanding, and awareness among such housewives. The objective of this study was achieved because it is the result of interviews conducted to housewives in Hulu Langat who are most likely to be thinking about the problem of daily necessities in their lives.

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