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RESEARCH TITLE:

MALAYSIAN ECONOMIC AFTER THE 13TH GENERAL ELECTION:
PATTERN OF HOUSEHOLD SPENDING IN SEPANGGAR

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Abstract

Consumer spending is salient element in economic factor due to it coincides with the overall consumer confidence in a nation economy as consumer represents a major factor in economies. The objectives of this research are to analyze the pattern of household spending after the 13th general election and to investigate relationship between level of income, employment status and pattern of household spending in Sepanggar

Thus, this study purposely done to spotlight changes in household spending by identifying whether policy of government such as GST, Bantuan Rakyat 1 Malaysia (BR1M) and reduction of subsidy is the contributed to changing pattern in consumer spending. The researchers used methods for this study are based on the quantitative methods analysis. The data have been collected from primary data that is questionnaire form. The research design use in this study is the cross sectional survey to collect the data and get the information from the respondent who life in Sepanggar. The total target number of sampling use in this study is 300 respondents that collected based on random sampling with different level income, employment status and variation place of living.

Keywords: Malaysian Economic, Pattern of Household Spending, General Election 13