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***FENG SHUI* SUPERSTITIOUS BELIEF: DOES IT INFLUENCE YOUNG GENERATIONS IN HOUSING PURCHASE INTENTION?**

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Abstract

Superstition is an indispensable part of every ethnic culture in Malaysia. Each race has its own culture and its own superstitions. This is certainly true in the multicultural landscape of Malaysia. Since superstition is part of daily life, it can even have an impact on the housing property market. This article aims to examine the superstitious beliefs in *Feng Shui* of the young generation's intention to buy a house. This study focuses on the young generation with the prime working-aged between 25 and 40 years old in the Klang Valley. This study uses quantitative methods. A total of 2,600 questionnaires were distributed, however, only 97% or 2523 questionnaires are valid to proceed for data analysis. In summary, there is a significant correlation between the influences of superstition beliefs on the willingness of a young one to buy a house. Superstition is affecting the decision-making process of the Chinese community.

Keywords: superstition, belief, housing property, *Feng Shui*

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INTRODUCTION

Superstitious beliefs, characterized by the erroneous establishment of causality, occasionally lead to irrational behaviour (Foster & Kokko, 2009). Malaysians continue to uphold superstitions passed down through generations, attributing their persistence to ancestral legacies (Alias et al., 2014). For instance, Malays caution against bringing umbrellas indoors, believing it brings bad luck. This practice stems from practical concerns like wet floors and accidental pokes, although the superstition remains prevalent. Similarly, traditional Chinese families refrain from house chores on the first day of the Lunar New Year, as sweeping is thought to remove good fortune. This tradition reflects the desire for a respite after a year of hard work, symbolizing avoidance of hardships (Hui et al., 2019). Indian families, on the other hand, believe stepping over books makes one stupid, even though logic suggests otherwise. Books represent knowledge, making it impolite to disrespect them. Moreover, superstitions significantly impact beliefs in supernatural phenomena, influencing supply and demand in specific industry markets. In Malaysia, ethnic groups, including Malays, Chinese, and Indians, exhibit diverse cultural opinions when purchasing houses (Tedong et al., 2018). Demographic factors, such as race, significantly shape real estate market dynamics (San, 2016). In housing property markets worldwide, superstitious beliefs, particularly Feng Shui, influence homebuyers' decision-making processes, impacting property orientation, layout, and surroundings (Walters, 1988). *Feng Shui* is believed to enhance luck in various aspects of life, including career, wealth, relationships, health, and travel. Chinese superstitious beliefs strongly affect house prices, with properties deemed "good" in *Feng Shui* commanding higher market prices, leading to construction based on *Feng Shui* principles (Hui et al., 2019; Fortin et al., 2014). Despite the absence of scientific evidence linking superstition to positive or negative events in housing, these practices persist due to cultural traditions (Hui et al., 2019).

LITERATURE REVIEW

This paper extensively investigates the impact of *Feng Shui*, superstitions, and cultural beliefs on housing purchase decisions, drawing insights from studies by Liang et al. (2015), Chia et al. (2016), Sia et al. (2018), and Hui et al. (2019). It delves into how factors like unfavourable *Feng Shui* locations, proximity to cemeteries, house numbers, and superstitious beliefs influence the real estate market and consumer choices. The research underscores the significance of these elements in shaping consumer preferences, underscoring the necessity for developers to acknowledge cultural sensitivities when targeting specific demographics. This comprehensive review adds to the existing body of knowledge in housing studies and provides valuable insights for real estate professionals, researchers, and policymakers. The paper highlights the complexity of house purchase decisions, influenced by a multitude of factors,

including location, design, cultural beliefs, and superstitions. *Feng Shui*, deeply rooted in Chinese tradition, significantly influences the preferences and decisions of potential homebuyers. It scrutinizes the impact of *Feng Shui*, superstitions, and cultural beliefs on the housing market, with specific attention to unfavourable *Feng Shui* locations and their implications for future investments. Notably, favourable *Feng Shui* locations are found to attract potential buyers, with crucial considerations including land topography, interior design, and the number of doors. The presence of poor *Feng Shui*, particularly in homes near or facing cemeteries, can significantly affect future investment prospects, leading to lower resale prices. Certain house numbers in Chinese culture carry symbolic meanings, such as the negative connotation of the number four and the auspiciousness of the number three.

The paper by Chia et al. (2016) establishes correlations between the number of superstitions and the willingness to buy a house, though the impact on actual house purchase intention is nonsignificant. The study also reveals that beliefs in supernatural phenomena, such as ghosts, do not significantly influence purchasing behaviour due to a lack of belief in such phenomena. Moreover, respondents in the study by Sia et al. (2018) express preferences for specific house features related to *Feng Shui*, including a strong wooden front door, well-lit living rooms, and desirable views, while unfavourable architectural and interior elements are identified. Lastly, Hui et al. (2019) finds that superstitious beliefs, while not significantly impacting purchasing intentions overall, persist among the younger generation, shaping their actions and behaviours. Developers targeting the Chinese community must be mindful of these beliefs to avoid negative associations with their property projects. In summary, this paper provides a comprehensive review of how *Feng Shui*, superstitions, and cultural beliefs influence housing purchase decisions. Understanding these factors can help professionals in the real estate industry, researchers, and policymakers make informed decisions and strategies to cater to the diverse preferences of potential homebuyers. Further research in this domain can enhance our understanding of cultural dynamics and their implications for the housing market.

Hypotheses

Two null hypotheses have been developed in this research study, which are: -

- Ho1 : There is no significant correlation between superstitious beliefs influencing the young generation in housing purchase intention.
- Ho2 : There is no significant difference in superstitious beliefs of the young generation on by races in housing purchase intention.

RESEARCH METHODOLOGY

This study targets individuals aged 25 to 40 in the Klang Valley, Malaysia, using quantitative methods. About 2,600 questionnaires were distributed, employing convenience and snowball sampling. Respondents completed self-administered questionnaires, resulting in 2,523 valid responses. Data analysis employed SPSS software, utilizing Cronbach's Alpha Coefficient, Descriptive Analysis, and Inferential Statistics like T-Test and ANOVA.

Variables Reliability Test and Descriptive Analysis

Cronbach's Alpha was used to assess internal consistency. The values ranged from 0.690 to 0.873, indicating acceptable to good reliability (Neo et al., 2017; Flynn et al., 1994).

Table 1.0: Variables Reliability Test and Descriptive Analysis

Variable	Item Indicator	Cronbach's Alpha Value	Range	Min	Max	Mean	Std. Deviation
SUPERSTITIOUS BELIEF	SB	.933	4.00	1.00	5.00	3.8182	1.03265
House History	HH	.757	4.00	1.00	5.00	4.0095	1.18170
House Number	HN	.805	4.00	1.00	5.00	3.4356	1.39335
House Location	HL	.808	4.00	1.00	5.00	3.5180	1.33992
House View	HV	.793	4.00	1.00	5.00	3.9596	1.23777
House Direction	HD	.856	4.00	1.00	5.00	3.5894	1.34857
Neighbourhood	N	.814	4.00	1.00	5.00	4.0155	1.03668
Dwelling Features	DF	.690	4.00	1.00	5.00	4.2002	.95662
PURCHASE INTENTION	PI	.873	4.00	1.00	5.00	4.0317	.84093

RESULT AND DISCUSSION

Respondents Demographic Background

The respondent's demographic background based on race is summarized and presented in Table 2.0, 44.3% (1117) Malay, 33.8% (852) Chinese, 16.8% (425) Indian, and 5.1% (129) belong to other races.

Table 2.0: Demographic Background of the Respondents

Variable	Frequency	Percentage
Race		
Malay	1117	44.3
Chinese	852	33.8
Indian	425	16.8
Others	129	5.1
TOTAL	2523	100.00

Intention to Purchase Housing Property

Purchase intention, as defined by Wu and Teng (2011) and Ajzen (1991), refers to a customer's plan to buy a product or service in the future, influenced by motivational factors and indicating the likelihood of performing that behaviour. In the context of this study, "willingness to buy a house" signifies consumers' readiness to purchase a

house in the near future, aligning with Ajzen's definition. Table 3.0 reveals a high mean score (4.1513) for the intention to own a housing property, contrasting with a low mean score (2.2104) for having no intention to own one. Analysing the data in Table 3.1, it becomes apparent that 43.9% of respondents have a high intention to own a house, 55.1% hold a moderate intention, and only 1.0% possess a low intention. Overall, the mean score (3.6202) suggests a moderate level of intention to purchase among the young generation in Klang Valley. Furthermore, both mean scores for housing purchase intention, whether for personal living or investment, are notably high (4.1075 and 4.2677, respectively). Table 3.1 indicates that 87.8% of respondents intend to buy a house for investment purposes, while 12.2% plan to purchase one for their personal living. These findings indicate a strong inclination among the young generation in Klang Valley to invest in housing properties.

Table 3.0: Housing Purchase Intention Descriptive Analysis

Variable	Mean	SD	Min	Max
Intention to own housing property	4.1513	.89381	1.00	5.00
I have an intention to buy a house	4.2335	.88773		
I have thought of buying a house	4.2061	.92004		
I plan to buy a house	4.0143	1.09129		
No intention to own housing property	2.2104	.93094	1.00	5.00
I prefer to rent a house	2.1407	1.12203		
I do not have to buy a house	2.0824	1.11419		
I will live in my parents' house	2.4082	1.23064		
Owning for living	4.1075	.83267	1.00	5.00
I want to buy/ bought a house to live in	4.1352	.92092		
I want to buy/ bought a house because I need a place to live	4.0721	1.01121		
I want to buy/ bought a house because I don't like to rent	4.1153	.96887		
Investment	4.2677	.87517	1.00	5.00
I want to buy/ bought a house for investment	4.1514	1.27069		
I want to buy/ bought a house as an assets	4.3853	.79639		
I want to buy/ bought a house for rent as a side income	4.2663	.90925		

Table 3.1: The Level of Housing Purchase Intention

Variable	n	%	Mean	SD	Min	Max
Level of Intention to Purchase			3.6202	.60746	1.88	4.50
High (3.63-4.50)	1108	43.9				
Moderate (2.76-3.62)	1390	55.1				
Low (1.88-2.75)	25	1.0				
Level of Owning for Living			4.1075	.83267	1.00	5.00
High (3.67-5.00)	1952	77.4				
Moderate (2.34-3.66)	476	18.9				
Low (1.00-2.33)	93	3.7				
Level Investment			4.2677	.87517	1.00	5.00
High (3.67-5.00)	2098	83.2				
Moderate (2.34-3.66)	345	13.7				
Low (1.00-2.33)	80	3.2				
The Intention of Purchase			3.0776	.38683	1.00	4.50
Investment (2.76-4.50)	2214	87.8				
Owning (1.00-2.75)	309	12.2				

Correlation Coefficient Analysis

Table 4.0 shows that there is a very weak positive significant correlation between Superstitious Belief (SB) with Purchase Intention (PI) 0.071 overall. The significant level for each aspect is between 0.055 and 0.125.

Table 4.0: Pearson Correlation Coefficient

	HH	HN	HL	HV	HD	N	DF	SB	HPI
HH	1	.587**	.595**	.815**	.621**	.724**	.770**	.795**	.055**
HN		1	.836**	.595**	.868**	.710**	.505**	.902**	.061**
HL			1	.592**	.847**	.689**	.542**	.885**	.041**
HV				1	.676**	.741**	.794**	.808**	.125**
HD					1	.764*	.596**	.925**	.076**
N						1	.777**	.870**	.058**
DF							1	.738**	.083**
SB								1	.071**
PI									1

** . Correlation is significant at the 0.01 level (2-tailed).

Linear Regression Analysis

The R-value 0.100 in Table 5.0 indicates a very weak positive degree of correlation with the R² value 1.0% variation in the dependent variable. Table 5.1 Anova^a of Linear Regression analysis indicates that the regression model predicts the dependent variable is significant $p < 0.000$, which is less than 0.05. Therefore, Housing Purchase Intentions = 3.721 + 0.100 (Superstitious Belief).

Table 5.0: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.100 ^a	.010	.010	.83689

a. Predictors: (Constant), Superstitious Belief

Table 5.1: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.805	1	17.805	25.422	.000 ^b
	Residual	1765.658	2521	.700		
	Total	1783.463	2522			

a. Dependent Variable: Housing Purchase Intention

b. Predictors: (constant), Superstitious Belief

Table 5.2: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.721	.064		58.296	.000
	Superstitious Belief	.081	.016	.100	5.042	.000

a. Dependent Variable: Housing Purchase Intention

Superstitious Belief

1. House History

Table 6.0 reveals that 70.6% of respondents strongly believe in the superstitions related to the history of a house when considering housing purchases. This belief is significant, as indicated by a one-way ANOVA in Table 6.1, which examines the effect of race on these superstitious beliefs. The results show that race does indeed have a significant impact on the belief in house history's role in housing purchase decisions ($F=67.712$, $p=0.000$). nPost hoc comparisons using the Tukey HSD test in Table 6.2 demonstrate that the mean belief scores vary significantly among different racial groups: Chinese ($M=4.42$), Indian ($M=4.00$), Malay ($M=3.75$), and others ($M=3.44$). Specifically, Chinese potential homebuyers show considerable concern regarding a house's history when making their housing purchase decisions. This concern stems from beliefs that vacant or creepy-looking properties might have witnessed unnatural deaths, leading to the lingering presence of spirits. Furthermore, some residential units constructed on the sites of old hospitals or religious locations are avoided due to fears of concentrated spirits. Chinese superstitions also dictate avoidance of homes associated with untimely or abnormal deaths, as they are believed to bring bad luck to careers, health, and businesses.

Table 6.0: Superstitious Belief in House History Descriptive Analysis

Variable	n	%	Mean	SD	Min	Max
House History			4.0095	1.18170	1.00	5.00
High (3.67-5.00)	1781	70.6				
Moderate (2.34-3.66)	256	40.1				
Low (1.00-2.33)	486	19.3				

Table 6.1: One-way ANOVA table for Superstitious Belief in House History by Races
Influence Housing Purchase Intention of Young Generation Homebuyers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	262.806	3	87.602	67.712	.000
Within Groups	3258.965	2519	1.294		
Total	3521.772	2522			

Table 6.2: Tukey HSD for Superstitious Belief in House History

Race	N	Subset for alpha = 0.05				SD	Std. Error
		1	2	3	4		
Others	129	3.4496				.62452	.05499
Malay	1117		3.7556			1.18170	.02353
Indian	425			4.0047		1.03019	.04997
Chinese	852				4.4296	.74378	.02548
Sig./Total		1.000	1.000	1.000	1.000	1.18170	.02353

2. House Number

Table 7.0 illustrates that 52.0% of respondents strongly believe in the superstitions related to house numbers, with a mean score of 3.4356. A one-way ANOVA was conducted to assess how different races perceive the superstitions associated with house numbers concerning their impact on housing purchase intentions. The results in Table 7.1 reveal that race significantly affects these superstitions, with a notable F-statistic (493.663) and a p-value of 0.000. Post hoc comparisons using the Tukey HSD test, as presented in Table 7.2, further demonstrate that the mean scores for different races—Chinese (M=4.39), Indian (M=3.92), others (M=3.32), and Malay (M=2.52)—are significantly different. In essence, these findings suggest that superstitions related to house numbers indeed influence housing purchase intentions, with Chinese potential homebuyers displaying a heightened concern for the number associated with a house. Chinese culture attaches various symbolic meanings to numbers, perceiving some as lucky and others as ominous. For instance, numbers like six and nine are regarded as fortunate, while eight is considered the most auspicious due to its phonetic similarity to the word for "fortune." Conversely, the number four is deemed unlucky because it sounds similar to the word for "death," leading many to avoid it. 14 is pronounced as 'Sap Sei' which closely sounds like 'Sat Sei', translating to 'Sure to Die'. 24 is pronounced 'Yi Sap Sei' and could very much sound like 'Easy to Die' (Yau 2015; Hui et al., 2019). Though, the Malay community in Malaysia tell a different story as the number 4, in Malay is 'Empat' which sounds like 'Dapat', meaning gain or receive. Some even tell tales of how the number 4 looks like a person sitting cross-legged, looking as carefree as a human can be.

Table 7.0: Superstitious Belief in House Number Descriptive Analysis

Variable	n	%	Mean	SD	Min	Max
House Number			3.4356	1.39335	1.00	5.00
High (3.67-5.00)	1312	52.0				
Moderate (2.34-3.66)	634	25.1				
Low (1.00-2.33)	577	22.9				

Table 7.1: One-way ANOVA table for Superstitious Belief in House Number by Races Influence Housing Purchase Intention of Young Generation Homebuyers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1812.840	3	604.280	493.663	.000
Within Groups	3083.444	2519	1.224		
Total	4896.284	2522			

Table 7.2: Tukey HSD for Superstitious Belief in House Number

Race	N	Subset for alpha = 0.05				SD	Std. Error
		1	2	3	4		
Malay	1117	2.5282				1.35875	.04065
Others	129		3.3256			.65147	.05736
Indian	425			3.9224		1.04660	.05077
Chinese	852				4.3991	.76982	.02637
Sig./Total		1.000	1.000	1.000	1.000	1.39335	.02774

3. House Location

Table 8.0 indicates that 55.4% of the respondents strongly believe in superstitious beliefs related to the location of a house when considering housing purchases, with a mean score of 3.5180. To investigate how race influences these superstitious beliefs and their impact on housing purchase decisions, a one-way ANOVA was conducted, as presented in Table 8.1. The analysis demonstrates a significant effect of race on these beliefs ($F=397.266$, $p=0.000$). Post hoc comparisons using the Tukey HSD test in Table 8.2 reveal significant differences in mean belief scores among different racial groups: Chinese ($M=4.35$), Indian ($M=3.94$), others ($M=3.40$), and Malay ($M=2.70$). These findings suggest that superstitious beliefs about the location of a house indeed influence housing purchase decisions. Specifically, the results indicate that Chinese potential homebuyers place significant importance on the house's location in their housing purchase decisions. In Malaysia, various communities avoid houses built on sloped terrain with the access road sloping downward toward the frontage road, believing it can cause a loss of wealth and luck. *Feng Shui* principles also discourage homes located at the end of T-intersections or on long straight roads, as it disrupts the natural flow of “*chi*” and can lead to negative energy. Homes below street level are avoided due to their potential to create relationship tensions. The ideal location, according to *Feng Shui*, is one surrounded by hills, backed by mountains, and with open space in front, often near a lake or river with flowing water. These beliefs highlight the cultural and superstitious considerations in housing choices in Malaysia.

Table 8.0: Superstitious Belief in House Location Descriptive Analysis

Variable	n	%	Mean	SD	Min	Max
House Location			3.5180	1.33992	1.00	5.00
High (3.67-5.00)	1398	55.4				
Moderate (2.34-3.66)	642	25.4				
Low (1.00-2.33)	483	19.1				

Table 8.1: One way ANOVA table for Superstitious Belief in House Location by Races Influence Housing Purchase Intention of Young Generation Homebuyers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1454.136	3	484.712	397.226	.000
Within Groups	3073.793	2519	1.220		
Total	4527.959	2522			

Table 8.2: Tukey HSD for Superstitious Belief of House Location

Race	N	Subset for alpha = 0.05				SD	Std. Error
		1	2	3	4		
Malay	1117	2.7073				1.36366	.04080
Others	129		3.4031			.61896	.05450
Indian	425			3.9459		1.02072	.04951
Chinese	852				4.3850	.77241	.02646
Sig.		1.000	1.000	1.000	1.000	1.33992	.02668

4. House View

Table 9.0 shows 69.4% of the respondents highly belief in superstitious of the house view with a mean of 3.9596. A one-way ANOVA was conducted to compare the effect of race on the superstitious belief of house view in housing purchase intention. An analysis of variance in Table 9.1 shows that the effect of race on the superstitious belief of house view in housing purchase decision was significant, $F(3, 2519) = 109.441, p = 0.000$. Post hoc comparison using the Tukey HSD test as shown in Table 9.2 indicate that the mean score for Chinese ($M=4.43, SD=0.74$), Indian ($M=3.97, SD=1.04$), Malay ($M=3.65, SD=1.51$) and others ($M=3.44, SD=0.62$) was significantly different. However, the mean for Malay and others race are in the same group, this indicates that there are no significant different between these two races. Therefore, these results suggest that superstitious beliefs of house view do influence housing purchase decision. Specifically, result shows that based on race, Chinese potential homebuyers did concern and considered the view of the house in their housing purchase decision. Having cemeteries as a view can be an unpleasant sight. Most local communities dislike staying near cemeteries, hospitals, and religious sites for fear of ‘*Ying Qi*’ or negative energy. The older Chinese folk also warn against staying in high-rise buildings that face curved elevated highways as the curve of the highway resembles a sickle. This is considered a very inauspicious omen towards the owner’s health and wealth. The Indian community on the other hand looks for properties with views of water bodies, though it has to be in the right direction. According to the traditional Hindu system of architecture called ‘*Vastu Shastra*’, water is a huge energy generator. It can bring in very strong positive and negative energies depending on which direction it is located in.

Table 9.0: Superstitious Belief in House View Descriptive Analysis

Variable	n	%	Mean	SD	Min	Max
House View			3.9596	1.23777	1.00	5.00
High (3.67-5.00)	1752	69.4				
Moderate (2.34-3.66)	461	18.3				
Low (1.00-2.33)	310	12.3				

Table 9.1: One-way ANOVA table for Superstitious Belief in House View by Races Influence Housing Purchase Intention of Young Generation Homebuyers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	328.323	3	109.441	77.974	.000
Within Groups	3535.554	2519	1.404		
Total	3863.876	2522			

Table 9.2: Tukey HSD for Superstitious Belief in House View

Race	N	Subset for alpha = 0.05				SD	Std. Error
		1	2	3	4		
Others	129	3.4496				3.4496	0.62452
Malay	1117	3.6535				3.6535	1.51247
Indian	425		3.9718			3.9718	1.04347
Chinese	852			4.4319		4.4319	0.74399
Sig.		.122	1.000	1.000		3.9596	1.23777

5. House Direction

Table 10.0 reveals that 57.3% of respondents strongly believe in superstitious beliefs related to the direction of the house when considering housing purchases, with an average score of 3.5894. To assess the influence of race on these superstitious beliefs regarding house direction and their impact on housing purchase decisions, a one-way ANOVA was conducted, as presented in Table 10.1. The analysis indicates a significant effect of race on these beliefs ($F=406.694$, $p=0.000$). Post hoc comparisons using the Tukey HSD test in Table 10.2 demonstrate significant differences in mean belief scores among different racial groups: Chinese ($M=4.40$), Indian ($M=3.93$), Malay ($M=3.41$), and others ($M=2.85$). These results suggest that superstitious beliefs about the direction of the house indeed influence housing purchase decisions. Specifically, the findings show that Chinese potential homebuyers place significant importance on the orientation of the house in their housing purchase decisions. The Indian community tends to avoid main doors facing South-West due to their belief that it's a direction through which negative forces can enter. Conversely, the Chinese community avoids houses facing the direction of sunrise or sunset to maintain cooler indoor temperatures. Muslims consider the *Qibla*, the direction faced during prayer towards the Kaaba in Mecca, when choosing the orientation of their homes and rooms for religious purposes.

Table 10.0: Superstitious Belief in House Direction Descriptive Analysis

Variable	n	%	Mean	SD	Min	Max
House Direction			3.5894	1.34857	1.00	5.00
High (3.67-5.00)	1443	57.3				
Moderate (2.34-3.66)	609	24.1				
Low (1.00-2.33)	471	18.7				

Table 10.1: One way ANOVA table for Superstitious Belief in House Direction by Races Influence Housing Purchase Intention of Young Generation Homebuyers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1220.082	3	406.694	304.310	.000
Within Groups	3366.513	2519	1.336		
Total	4586.595	2522			

Table 10.2: Tukey HSD for Superstitious Belief in House Direction

Race	N	Subset for alpha = 0.05				SD	Std. Error
		1	2	3	4		
Malay	1117	2.8559				2.8559	1.46212
Others	129		3.4186			3.4186	.58226
Indian	425			3.9388		3.9388	1.03296
Chinese	852				4.4026	4.4026	.75486
Sig.		1.000	1.000	1.000	1.000	3.5894	1.34857

6. Neighborhood

Table 11.0 indicates that 67.7% of respondents strongly believe in superstitions related to the neighbourhood when considering housing purchases, with an average score of 4.0155. A one-way ANOVA, as presented in Table 11.1, was conducted to assess how race influences these superstitious beliefs regarding the neighbourhood and their impact on housing purchase decisions. The analysis shows a significant effect of race on these beliefs ($F=80.230$, $p=0.000$). Post hoc comparisons using the Tukey HSD test in Table 11.2 illustrate that mean belief scores significantly differ among different racial groups: Chinese ($M=4.41$), Indian ($M=3.97$), Malay ($M=3.79$), and others ($M=3.42$). However, the means for the Malay and Indian races are in the same group, indicating no significant difference between these two races. These findings suggest that superstitious beliefs about the neighbourhood indeed influence housing purchase decisions. Specifically, Chinese potential homebuyers place significant importance on the neighbourhood of the housing area when making their housing purchase decisions.

Table 11.0: Superstitious Belief of Neighbourhood Descriptive Analysis

Variable	n	%	Mean	SD	Min	Max
Neighbourhood			4.0155	1.03668	1.00	5.00
High (3.67-5.00)	1709	67.7				
Moderate (2.34-3.66)	658	26.1				
Low (1.00-2.33)	156	6.2				

Table 11.1: One-way ANOVA table for Superstitious Belief in Neighbourhood by Races Influence Housing Purchase Intention of Young Generation Homebuyers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	240.691	3	80.230	81.832	.000
Within Groups	2469.706	2519	.980		
Total	2710.397	2522			

Table 11.2: Tukey HSD Superstitious Belief in Neighbourhood

Race	N	Subset for alpha = 0.05				SD	Std. Error
		1	2	3	4		
Others	129	3.4264				3.4264	.58330
Malay	1117		3.7905			3.7905	1.16127
Indian	425		3.9765			3.9765	1.02534
Chinese	852			4.4190		4.4190	.74743
Sig.		1.000	.076	1.000		4.0155	1.03668

7. Dwelling Features

Table 12.0 reveals that 77.3% of respondents strongly believe in superstitions related to dwelling features when considering housing purchases, with an average score of 3.4356. A one-way ANOVA, as presented in Table 12.1, was conducted to assess how race influences these superstitious beliefs regarding dwelling features and their impact on housing purchase decisions. The analysis shows a significant effect of race on these beliefs ($F=44.640$, $p=0.000$). Post hoc comparisons using the Tukey HSD test in Table 12.2 illustrate that mean belief scores significantly differ among different racial groups: Chinese ($M=4.43$), Malay ($M=4.17$), Indian ($M=4.04$), and others ($M=3.42$). However, the means for the Malay and Indian races are in the same group, indicating no significant difference between these two races. These findings suggest that superstitious beliefs about dwelling features indeed influence housing purchase decisions. Specifically, Chinese potential homebuyers place significant importance on the features of the house when making their housing purchase decisions. For instance, superstitions dictate that the main door should be free of obstructions, as they can block positive energy. A larger main door is often associated with greater wealth and luck. The alignment of front and back doors, as well as the placement of a staircase at the front door, are also believed to impact finances. Bedroom layout matters, with the foot of the bed facing the bedroom door symbolizing death. The positioning and design of the entrance are considered, with curved paths preferred over straight ones. Lamp posts and trees near the entrance are believed to influence fortune and energy balance.

Table 12.0: Superstitious Belief in Dwelling Features Descriptive Analysis

Variable	n	%	Mean	SD	Min	Max
Dwelling Features			4.2002	0.95662	1.00	5.00
High (3.67-5.00)	1946	77.3				
Moderate (2.34-3.66)	454	18.0				
Low (1.00-2.33)	123	4.9				

Table 12.1: One way ANOVA table for Superstitious Belief in Dwelling Features by Races Influence Housing Purchase Intention of Young Generation Homebuyers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	113.919	3	44.640	51.724	.000
Within Groups	2174.001	2519	.863		
Total	2307.920	2522			

Table 12.2: Tukey HSD Superstitious Belief in Dwelling Features

Race	N	Subset for alpha = 0.05				SD	Std. Error
		1	2	3	4		
Others	129	3.4264				3.4264	.58330
Indian	425		4.0471			4.0471	.04741
Malay	1117		4.1710			4.1710	1.06439
Chinese	852			4.4319		4.4319	.97741
Sig.		1.000	.319	1.000		4.2002	.95662

CONCLUSION

Superstitious beliefs significantly impact the housing purchase intentions of young generations, especially within the Chinese community. The rejection of the null hypotheses (Ho1 and Ho2) confirms the strong correlation between superstitions and housing choices among the young generation, highlighting their influence on decision-making processes. *Feng Shui*, a traditional Chinese philosophy, plays a crucial role in shaping these beliefs, guiding positive energy, and warding off negative influences in housing. Despite the lack of scientific evidence, these beliefs persist, impacting the Malaysian real estate market. Recognizing the prevalence of superstitions, local developers and agents must adapt their marketing strategies to appeal to a diverse range of potential buyers. This understanding can drive residential property purchases and boost the real estate market. This research sheds light on the impact of superstitious beliefs on the Malaysian housing market, particularly among the young generation. The findings emphasize the need for a deeper understanding of cultural beliefs like *Feng Shui* in shaping buyer behavior. By acknowledging these beliefs, both buyers and developers can make informed decisions and tailor strategies to align with their target market's preferences. In conclusion, superstitions significantly influence housing purchase decisions, especially among the young generation and the Chinese community in Malaysia. Recognizing this impact is crucial for the real estate industry to thrive in this cultural context.

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