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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,