UNRAVELLING SUPERSTITION'S INFLUENCE ON HOME PURCHASE DECISIONS: A STUDY IN THE KLANG VALLEY

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ABSTRACT

This research delves into the enduring influence of superstitions on potential homebuyers' decision-making processes in the Klang Valley region. Despite societal modernization, superstitions remain deeply ingrained and continue to shape people's beliefs and behaviours, particularly when it comes to significant life events such as buying a home. While previous studies have primarily focused on Chinese religious beliefs regarding property, this research aims to explore the broader impact of superstitions on the home purchase decision and the level of belief in superstitions among potential homebuyers in the Klang Valley. Adopting a quantitative research approach, the study collected survey data from potential homebuyers in the region and designed the questionnaire to capture their beliefs, perceptions, and the impact of superstitions on real estate decisions. The findings reveal that superstitions indeed have a significant influence on the home purchase decisions of potential buyers, with participants exhibiting various superstitious beliefs related to numerology, street characteristics, and psychological impacts on properties. These beliefs notably affect their preferences for properties associated with specific address numbers, locations, and historical significance. The study utilizes a questionnaire survey and the Relative Importance Index (RII) as the primary method of analysis. The study's implications contribute to academia and the real estate industry, enabling developers and estate agents to better understand the needs and preferences of potential homebuyers in the Klang Valley, leading to more tailored marketing and development strategies. Moreover, the research sheds light on the intricate interplay between superstition and decision-making processes, emphasizing the need for further exploration in diverse contexts and regions. Overall, this study underscores the significant role of superstition in the home purchase decision-making process, highlighting the importance of recognizing cultural beliefs and their impact on individual choices for a more informed approach to real estate marketing and development.

Keywords: *Superstitions, homebuyers, decision-making, Klang Valley, real estate*

1. INTRODUCTION

The concept of home holds a profound significance in human lives, offering a space of comfort and authenticity. Making a property purchase is a complex process involving significant financial decisions. Superstitions, deeply embedded in various cultures, continue to play a pivotal role in shaping people's beliefs and behaviours, even in modern societies. This research aims to explore the impact of superstitions on potential homebuyers' decision-making processes in the Klang Valley region, Malaysia. While previous studies have primarily focused on chinese religious beliefs related to real estate, this study seeks to investigate a broader range of superstitions affecting the home purchase decision and the level of belief among potential homebuyers.

According to previous research, superstitions are believed to positively influence decision-making efficiency and satisfaction. In the context of real estate, numerology plays a significant role in influencing choices. For instance, numbers like 6 and 8 are considered lucky, while 4 is deemed unlucky. Address numbers ending in '8' are known to sell at a premium, while those ending in '4' receive a discount. Additionally, the presence of previous suicide incidents or psychologically impacted houses tends to create negative perceptions and influence potential buyers' decisions.

Malaysian society, with its diverse ethnicities and cultures, retains a range of superstitions, particularly beliefs surrounding unnatural deaths and haunted properties. As a result, residential properties constructed near waste ponds, crossroads, or T-junctions might be avoided by superstitious buyers. Understanding these superstitious beliefs and their influence is essential for the real estate industry, including developers and estate agents. By comprehending potential homebuyers' levels of belief in superstitions and their preferences, industry players can tailor their marketing strategies and designs to cater to this specific market segment effectively.

This research aims to shed light on the complex interplay between superstitions and home purchase decisions in the Klang Valley. By gaining insights into the beliefs and behaviours of superstitious potential homebuyers, real estate industry players can adapt their approach to accommodate these unique preferences and foster a better understanding of superstition beliefs about houses. The findings of this study will be valuable in guiding the real estate industry to create more informed and tailored solutions to meet the needs of superstitious homebuyers.

1.1 Concept of Superstition Belief

The concept of superstition belief involves the belief in entities like Gods and Ghosts that do not exist in the real world, often characterized by blind belief and worship (Khan et al, 2024). It has been described as "false beliefs" leading to illogical economic decision-making (Fortin et al., 2014). Omobola (2013) defines superstition belief as an influence that lacks rational support. Superstitions can be broadly categorized into religious, cultural, and personal beliefs. Previous studies by Chou and Chang (2012) highlighted two notions defining superstitions: superstition numbers and superstition ghosts, both of which are associated with superstitious beliefs. In Malaysia, Alias et al. (2014) found that superstitions are still prevalent among various ethnic groups, and passed down through generations within families, which often makes the idea of a haunted house unsettling for many. Chinese superstitions commonly revolve around homophones, where unrelated topics are conveyed through the same syllable, leading to several beliefs based on these connections. The significance of "lucky numbers" is evident in Asian real estate markets, with people spending substantial sums for phone numbers or license plates containing the number ‘8’ due to their association with luck and prosperity (Shum et al., 2013). These beliefs extend to non-Asian nations with sizable Asian immigrant populations (Fortin et al (2024).

2. LITERATURE REVIEW

The following literature review offers a comprehensive overview of the factors that influence home purchase decisions, with a particular focus on superstitious beliefs among potential homebuyers. Said et al (2018) suggest that homebuyers evaluate relevant variables and comprehend their reasons for purchasing residential properties before making a selection. Consumer purchase behaviour, as studied by Stankevich (2017), involves seeking, choosing, and using goods and services based on needs, wants, and influencing circumstances. Understanding consumer behaviour can enhance marketing efforts in competitive markets.

The millennial generation’s home purchase preferences are influenced by various factors, including location, accessibility, affordability, physical characteristics, amenities, design, developer repute, and land ownership (Majid et al, 2012; 2017; Said et al, 2016; 2017). Demographic factors, such as age, marital status, employment, and income level, also influence home purchase decisions (Majid et al., 2012). Additionally, cultural customs and viewpoints play a role in purchasing decisions (San, 2016). Working individuals prefer living close to their workplace to minimize the commuting time (Jun & Jones, 2011; Majid et al, 2021).

Psychological factors, like Feng Shui and superstitions, impact home purchase decisions. Feng Shui affects consumers’ attitudes and subjective norms, leading to happiness with their residential properties (Wu et al., 2012; Said et al, 2018). Some homebuyers consider Feng Shui even if they do not believe in it, as it can influence resale prices (Fortin et al., 2014). Superstitions, like avoiding houses with certain numbers or living near cemeteries, can significantly influence purchase behaviour (Bozaci, 2020; Geh, 2015). Surprisingly, even technologically adept millennials consider Feng Shui in their purchase decisions (Heriyati et al., 2021).

Location factors, such as accessibility to amenities and transportation terminals, are crucial for homebuyers (Zrobek et al., 2015; Chia et al., 2016; Majid et al, 2020; 2021). Financial factors, including property prices, inflation protection, income level, and mortgage availability, also influence purchase decisions (Eze & Lim, 2013; Kenn et al., 2021). Environmental factors, like living in a tranquil and pollution-free area, are essential considerations for many homebuyers (Chia et al., 2016).

Potential homebuyers, particularly Generation Z and Millenials, have unique preferences due to their exposure to technology and social media (Hoxha & Zeqiraj, 2019; Larkin et al., 2018). They value authenticity, adaptability, and practicality in their real estate choices.

Superstitious beliefs impact property value and marketability. Numerology plays a significant role, with certain numbers considered lucky or unlucky (Lin et al., 2012; Mei-Hui et al., 2019). Street characteristics, such as being below street level or located at cross and T-junctions, are also influenced by superstitions (Fong, 2007; Hassan et al., 2021).

Psychologically impacted houses, associated with negative events like deaths, can affect property marketability (Alias et al., 2014; Chang & Lin, 2015). Superstitions also impact property prices, with homes ending in “8” selling for more and those ending in “4” selling for less (Fortin et al., 2014; Humphreys et al., 2019).

Owners and estate agents may face challenges selling psychologically impacted properties, as potential tenants may back out upon learning of the property's history (Alias et al., 2014). Revealing such information can also lead to legal issues.

In summary, this literature review provides an overview of various factors influencing home purchase decisions and the significant impact of superstitions on potential homebuyers' choices. The upcoming research methodology will delve into the level of belief and the impact of superstitions on home purchase decisions from the perspective of potential homebuyers.

3. METHODOLOGY

The research approach used in this study is quantitative, employing a questionnaire survey to collect data on the impact of superstitions on the home purchase decisions of potential homebuyers in the Klang Valley. Out of the initial 111 respondents who participated in the questionnaire survey, 95 responses were deemed valid for this research. These 95 respondents met the criteria of having plans to buy a house in the next five years and considering superstition beliefs during the home purchase decision-making process.

3.1 Research Design

The primary aim of this research is to explore the influence of superstitions on potential homebuyers' decision-making when purchasing a home. The research objectives are to understand the meaning of superstition beliefs among potential homebuyers during the home purchase process, determine the impacts of superstitions on their decision-making, and explore their level of belief in superstitions when making a home purchase. The research follows a systematic methodology, starting with problem identification and a literature review. The data collected from the questionnaire survey were analyzed using descriptive analysis and the Relative Importance Index (RII) to interpret the findings. The Relative Importance Index (RII) is a statistical method used to rank and prioritize variables based on their relative importance. It is widely employed in fields like project management, construction, education, and social sciences to assess the significance of various factors derived from survey or questionnaire responses.RII can effectively rank different variables based on their relative importance, providing a clear hierarchy of factors. However, RII only gives a relative ranking, not an absolute measure of importance. It shows which factors are more important compared to others, but not by how much.

3.2 Data Collection

Quantitative data were used to analyze the impact of superstitions on potential homebuyers' home purchase decisions. The primary data were collected through a structured questionnaire survey.

3.3 Questionnaire Survey

The questionnaire survey consists of six sections: A, B, C, D, E, and F. Section A gathers respondents' demographic profiles, providing general information about the research sample. Section B assesses the relevance of respondents by determining if they intend to buy a home within the next five years, ensuring only relevant responses are considered. Section

C examines the superstition beliefs of respondents, even if they do not consider themselves superstitious individuals.

Section D focuses on the factors influencing the respondents' home purchase decisions, allowing them to rate the most significant factor. Section E explores the level of superstition belief among potential homebuyers when making a home purchase decision, allowing respondents to rate their beliefs. Section F investigates the impact of superstitions on the home purchase decision from the perspective of potential homebuyers, with respondents rating their opinions on various impacts of superstition beliefs on property.

Overall, the research methodology employs a quantitative approach with a structured questionnaire survey to explore the influence of superstitions on potential homebuyers' home purchase decisions in the Klang Valley. Klang Valley was chosen due to its rapid urbanization, marked by a surge in new housing projects that are proliferating more rapidly than in other regions of Malaysia.

4. DATA ANALYSIS

The process of data analysis in this research involves several stages to derive valuable insights for decision-making:

4.1 Descriptive Analysis:

Descriptive analysis was used to condense and simplify the collected data. In this study, it was employed to analyze the respondent's demographic profile and relevance. For the primary variable in Section E, which includes numerology, street characteristics of the property, and psychologically impacted house, means were grouped under the primary variable for comparison. The mean scores were categorized into "strongly disagree, disagree, neutral, agree, and strongly agree" as shown in Table 1.

Table 1: Level of Importance: Likert Scale Assessment

Likert Scale on Level of Importance	
1	Not important at all
2	Low importance
3	Moderate Important
4	Important
5	Very Important

4.2 Relative Importance Index (RII):

The RII was used based on the study by Jowwad and Gupta (2019) to calculate the relative relevance of each variable under each category of factors. The RII helps compare the level of relevance for each variable. It is calculated using the formula, taking into account the weight of each variable and the number of respondents. The RII values are inversely correlated with the impact or frequency of occurrence of the variables.

$$\mathbf{RII} = \frac{\sum \boldsymbol{W}}{\boldsymbol{A} \times \boldsymbol{N}} (\mathbf{0} \leq \boldsymbol{RII} \leq \mathbf{1})$$

Where;

RII	=	Sum of weights (W1 + W2 + W3 + W4……+ Wn) / A x N
W	=	weights given to each attribute (i.e. 1 to 5 where '1' is very low important and '5' is very highly important.
A	=	highest weight (i.e., 5 in this case)
N	=	total number of respondents

4.3 Data Presentation:

This stage involves presenting the analyzed data in a clear and comprehensible manner, utilizing tables and graphs for effective communication. Tables offer a concise summary of the gathered information, facilitating easier understanding for readers and researchers. Graphs, such as pie charts, visually depict patterns and trends in the data, allowing the audience to quickly grasp the presented information.

The data analysis process encompasses several key steps: selecting a research approach and technique (quantitative), creating a questionnaire (Google Form), selecting samples (simple random sampling method), analyzing data using descriptive analysis and the Relative Importance Index (RII), and presenting findings through tables and various types of graphs. These robust data analysis techniques are crucial for the effectiveness of the research report, as they provide valuable insights into the examined issue.

5. RESULTS

5.1 Respondents' Profile

This section of the questionnaire collects the respondents' general demographic information, encompassing gender, age, ethnicity, level of education, and occupation.

In Figure 1, the distribution of gender among the valid respondents (95 in total) is presented. Among these respondents, 44 (46.32%) identify as male, and 51 (53.68%) identify as female.

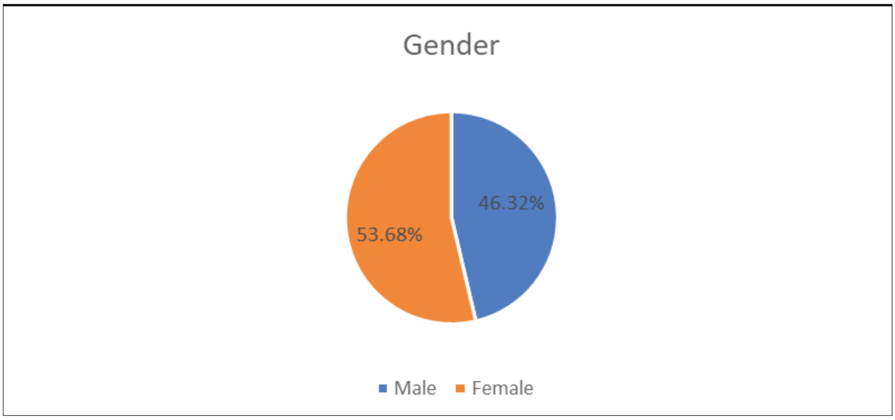

Figure 1: Gender

Figure 2 illustrates the age distribution of the respondents in the survey, targeting individuals who are at least 18 years old and legally eligible to purchase residential properties. Among the total of 95 respondents, 9 (9.47%) fall within the age range of 18 to 20, followed by 49 (51.58%) respondents between 21 and 25 years old, 29 (30.53%) between 26 and 30 years old, and only 8 (8.42%) respondents aged 31 and above. Consequently, the predominant age range among the participants is between 21 and 25 years.

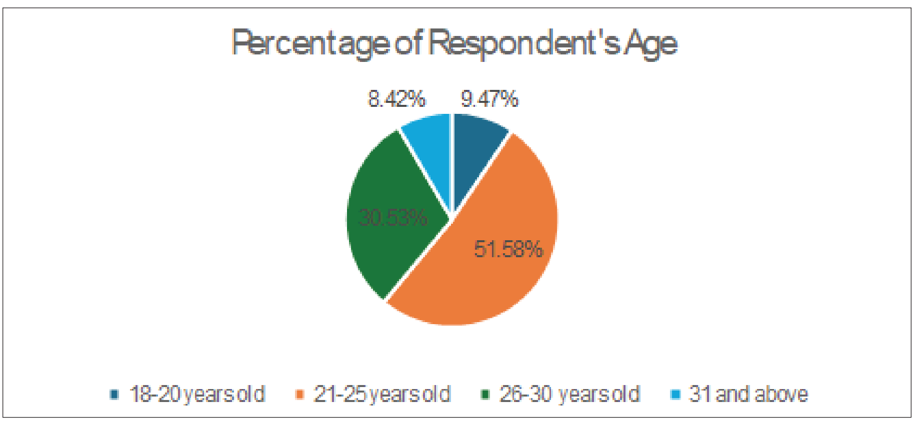

Figure 2: Percentage of Respondent's Age

The distribution of respondents' race is depicted in Figure 3. Among the total of 95 valid respondents, 22 (23.16%) identify as Malay, 67 (70.53%) identify as Chinese, and 6 (6.32%) identify as Indian. As a result, the Chinese ethnicity constitutes the majority among the participants in this survey.

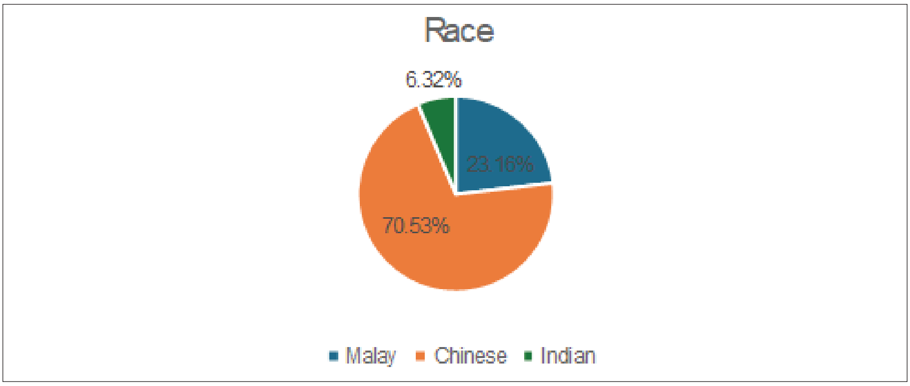

Figure 3: Percentage of Respondent's Race

Figure 4 displays the distribution of respondents' monthly income ranges. The largest proportion of respondents, 28 (29.47%), falls within the income range of less than RM2,500 per month, followed by 25 (26.32%) respondents earning between RM3,170 and RM3,969 monthly. Additionally, 18 (18.95%) respondents earn between RM2,500 and RM3,169 per month, 13 (13.68%) respondents earn between RM3,970 and RM4,849 monthly, 6 (6.32%) respondents earn between RM4,850 and RM5,879 monthly, and 4 (4.21%) respondents earn between RM5,880 and RM 7,099 per month. Furthermore, there is only 1 (1.05%) respondent who earns between RM7,110 and RM8,699 monthly. Notably, no respondents fall into the income categories of RM8,700 to RM10,959, RM10,960 to RM15,039, and RM15,040 and above on a monthly basis.

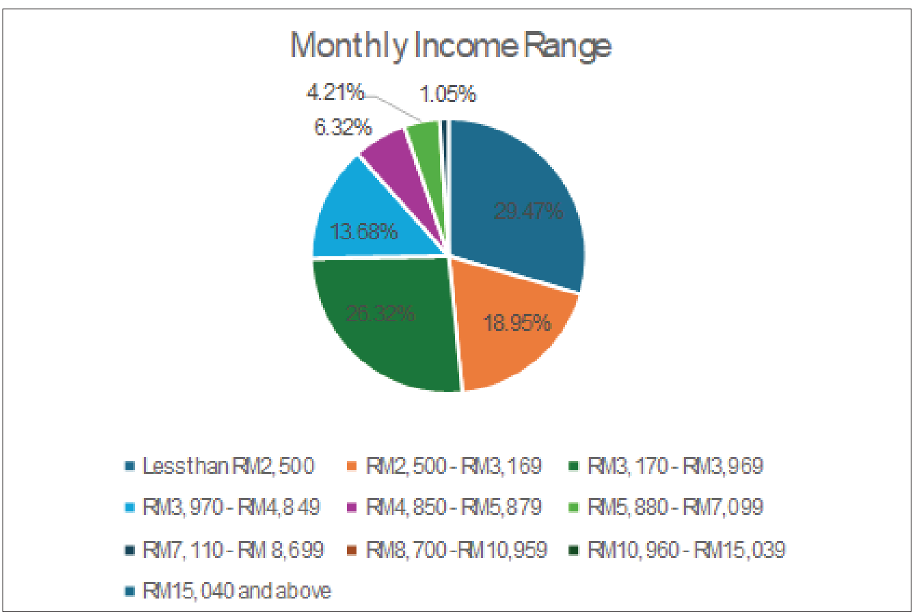

Figure 4: Percentage Distribution of Respondents' Monthly Income Range

5.2 Influential Factors in the Respondents' Home Purchase Decision

This section of the questionnaire aims to gauge potential homebuyers' perceptions of the factors influencing their home purchase decisions. It utilizes the Likert Scale, measuring the level of importance assigned by respondents to various factors, including demographic, psychological, location, financial, and environmental aspects. The respondents' perceptions regarding these factors will provide valuable insights into their decision-making processes when purchasing a home.

The results of the analysis are given in Table 2. The primary factor influencing the respondent's home purchase decision is the location, which ranked first. The convenience of accessing highways, hospitals, educational institutions, shopping malls, and other amenities appears to be crucial to most potential homebuyers. Consequently, location factors hold significant sway over their home purchase choices.

Psychological factors secured the second rank, with many Chinese potential homebuyers indicating that such factors play a pivotal role in their decision-making process, especially those with strong superstition beliefs.

Financial factors obtained the third position, as potential homebuyers consider overnight policy rates, income levels, stamp duty fees, and related aspects when making their home purchase decisions. Additionally, fluctuations in overnight policy rates by Bank Negara Malaysia may impact property loans.

Demographic factors occupied the fourth rank, with gender, age, occupation, and other demographic characteristics appearing to have less influence on the respondent's home purchase decisions, as per their opinions.

Environmental factors obtained the lowest rank, with most potential homebuyers deeming landscape features to be of lesser importance when compared to location. The preference for a property in a good location seems to override considerations for environmental aspects.

Table 2: Factors Influencing the Respondent's Home Purchase Decision: Relative Importance Index (RII)

Factors	Relative Important Index (RII)	Ranking
Demographic Factor	0.80000	4
Psychological Factor	0.84651	2
Location Factor	0.92326	1
Financial Factor	0.81163	3
Environmental Factor	0.69535	5

5.3 Perspective of Potential Homebuyers: Level of Superstition Belief in Home Purchase Decisions

The potential homebuyers' level of belief in superstitions when making a home purchase decision was assessed using the Likert Scale. The respondents' perception was based on various factors, including the type of numerology (address or floor numbers '8', '6', and '4'), street characteristics (facing the road directly, facing the T-junction, and located lower than the main road), and the psychological impact of the property (such as being associated with murder cases, suicide cases, proximity to graves, or waste ponds).

To assess the potential homebuyer's level of belief in superstitions when making a home purchase decision, the opinions regarding the sub-factors of each main factor are summarized in the table. The sub-factors are colour-coded to provide a clear guideline for grouping them under their respective main factors as given in Table 3.

Table 3: Colour-coded of Sub-factors

	Numerology
	Street Characteristic
	Psychologically Impacted House

Table 4 presents the order of agreement regarding the level of belief in superstitions when making a home purchase decision from the potential homebuyer's perspective. The respondents' top three essential sub-factors are properties facing the road directly and T-junction, properties associated with murder cases, and properties located lower than the main road or near graves. Among these, the street characteristic of a property holds the highest agreement among respondents, likely due to concerns related to safety, health and financial uncertainties associated with this factor.

On the other hand, the last three sub-factors agreed upon by respondents include properties with floor numbers "6" and "4," as well as properties with address number "4." This indicates that numerology is the least influential factor when potential homebuyers make their home purchase decisions. The respondents' perspective suggests that address and floor numbers can be changed, and their impact may not be substantial even if the numbers remain unchanged. Interestingly, a study by Mei-Hui et al. (2019) proposes the replacement of address and floor numbers, especially those linked to the number 4, with alternatives like using an alphabet, such as "3A."

Table 4: Level of Superstition Belief in Home Purchase Decisions: Order of Agreement from Potential Homebuyers' Perspective

Rank	Sub-factors
1	I will not buy the property that faces the road directly.
2	I will not buy the property that faces the T-junction.
2	I will not buy a property that has a murder case.
3	I will not buy a property that is lower than the main road.
3	I will not buy the property near the grave.

Rank	Sub-factors
4	I will not buy a property that has a suicide case.
5	I will not buy the property near the waste pond.
6	I will buy the property attached with address number “8”.
7	I will buy the property attached with floor number “8”.
8	I will buy the property attached with address number “6”.
9	I will buy the property attached with floor number “6”.
10	I will not buy the property attached with floor number “4”.
11	I will not buy the property attached with address number “4”.

5.4 Perception of the Impact of Superstition Belief on Property

This section of the questionnaire utilizes the Likert Scale to gauge potential homebuyers' perceptions regarding the level of impact of superstition belief on a property. The respondents' perceptions are based on the following statements:

1. “I would buy a property attached to the address number ‘8’ even if it is sold at a higher price.”
2. “I would not buy a property attached to the address number ‘4’ even if it is sold at a price lower than the market price.”
3. “I would buy a property attached to the floor number ‘8’ even if it is sold at a higher price.”
4. “I would not buy a property attached to the floor number ‘4’ even if it is sold at a price lower than the market price.”
5. “I would consider legal action against the owner or estate agent if I discover any unfavourable history associated with the property.”
6. “I would consult a numerologist or other spiritual practitioner regarding a property's address or unit number before making a purchase.”

The Likert Scale was employed to capture respondents' agreement or disagreement with these statements, providing valuable insights into their perceptions of the impact of superstition belief on properties.

Table 5 presents the relative importance index of the impact of superstition belief on properties. The foremost factor is the potential homebuyers' eagerness to purchase a property attached to the address number “8,” even at a higher price. This inclination is rooted in their belief that living in such property will bring them good luck, justifying their willingness to pay a premium.

In the second position, respondents show a strong inclination to take legal action against property owners or estate agents if they discover any undisclosed truths about the property's history. Transparency and access to comprehensive historical information are deemed crucial by potential homebuyers, as supported by findings from Alias et al. (2014).

Ranking third, respondents express a notable reluctance to buy properties associated with the address number “4,” even at prices lower than the market value. The number “4” carries negative connotations related to “death” in pronouns, significantly impacting their decision-making process.

Beyond the top three factors, there are additional sub-factors with varying degrees of influence. These include the willingness to purchase a property attached to floor number "8" even at a higher price, the tendency to seek advice from numerologists or spiritual practitioners before making a purchase, and the refusal to buy properties attached to floor number "4" even at discounted prices. These sub-factors have a comparatively lower impact on potential homebuyers' decisions when considering property purchases.

Table 5: Impact of Superstition Belief on Property: Relative Importance Index

Impact of Superstition Belief on Property….?	Relative Important Index (RII)	Ranking
I will buy the property attached with the address number "8" even if sells at a higher price.	0.90000	1
I will not buy a property attached with the address number "4" even if sells at a lower price than the market price.	0.88140	3
I will buy the property attached with the floor number "8" even if sells at a higher price.	0.80698	4
I will not buy a property attached to floor number "4" even if sells at a price that is lower than the market price.	0.77209	6
I will sue the owner or estate agent if they discover the truth about the history of the property.	0.89070	2
I will consult a numerologist or other spiritual practitioner regarding a property's address or unit number before purchasing the property.	0.79302	5

2. DISCUSSION

6.1 Superstition belief

Superstition belief refers to beliefs that lack rational justification and are often based on illogical or distant historical associations. Among potential homebuyers, three types of superstition beliefs influence their home purchase decisions: numerology, street characteristics of properties, and psychologically impacted houses. Numerology involves considerations of property address numbers "8," "6," "4," as well as property floor numbers "8," "6," "4." Street characteristics include properties facing the road directly, facing the T-junction, and those located lower than the main road. Additionally, psychologically impacted houses comprise properties associated with murder cases, suicide cases, proximity to graves, and waste ponds. These various superstition beliefs can significantly impact potential homebuyers' decisions when making a home purchase, potentially influencing the perceived value of the property in question.

6.2 Impacts of superstition on the home purchase decision-making

The findings indicate that a significant number of respondents agreed with the impacts of superstition on their home purchase decisions, as assessed in the questionnaire survey. This demonstrates that potential homebuyers in the Klang Valley region still hold superstition beliefs regarding properties when making purchasing decisions. Moreover, all the tested impacts on the home purchase decision were deemed influential to potential homebuyers. Analyzing the results through the Relative Importance Index (RII), the top-ranked factor is the willingness of respondents to buy a property attached to the address number “8,” even if it is sold at a higher price. This belief stems from potential homebuyers’ perception that living in such a property will bring them good luck, justifying their readiness to pay a premium. Ranked second, potential homebuyers express their inclination to take legal action against property owners or estate agents if they discover any hidden truths about the property’s history. This highlights their strong desire for transparency and the right to know the complete history of the property.

Furthermore, potential homebuyers hold a neutral stance on consulting a numerologist or other spiritual practitioner regarding a property’s address or unit number before making a purchase. They also prefer not to buy properties attached to floor number “4,” even if they are offered at prices lower than the market price. This attitude may stem from the perception that consulting numerologists or spiritual practitioners is costly and unnecessary. Instead, they may choose to replace the address number with an alphabet, such as “3A.”

Moreover, the research highlights that most Chinese potential homebuyers retain strong superstition beliefs concerning properties, particularly favouring properties attached to the address number “8.”

Overall, these findings underscore the enduring impact of superstition beliefs on potential homebuyers’ home purchase decisions, with specific emphasis on certain property attributes and cultural preferences.

6.3 Level of belief in superstitions

Regarding the level of belief in superstitions when making a home purchase decision from potential homebuyers’ perspectives, this research question was addressed through descriptive analysis. The relative importance index and mean comparison were utilized to rearrange the sub-factors order of importance and explore the relationship between demographic profiles and superstition beliefs when making home purchase decisions.

Overall, the findings reveal that most potential homebuyers strongly agree with the influence of superstition beliefs on the property’s street characteristics, particularly properties that face the road directly and properties associated with murder cases, which ranked as the first and second priority, respectively. Potential homebuyers perceive that street characteristics can impact safety, health, and financial aspects in ways that are challenging to predict. Additionally, superstition beliefs surrounding numerology and psychologically impacted houses also hold sway over potential homebuyers’ home purchase decisions. While these superstition beliefs are acknowledged only by some potential homebuyers, they still play a significant role in their decision-making processes.

In summary, the research highlights the prevalence and impact of superstition beliefs on potential homebuyers’ home purchase decisions, particularly regarding street characteristics, numerology, and psychologically impacted houses. These beliefs, even when acknowledged by only some respondents, influence their considerations during the home-buying process.

3. CONCLUSIONS

This research sheds light on the influence of superstition beliefs on potential homebuyers in the Klang Valley region during their home purchase decisions. The findings demonstrate that superstition belief significantly affects the decision-making process of potential homebuyers, thus making it an important factor for developers and real estate agents to consider.

The study reveals that the level of belief in superstitions is notably strong among potential homebuyers in the Klang Valley when it comes to making their property purchase decisions. Street characteristics, such as properties associated with murder cases, emerge as highly influential factors impacting their perceptions of safety, health, and financial implications related to a property. Moreover, superstition beliefs surrounding numerology and psychologically impacted houses also play significant roles in shaping potential homebuyers' preferences and decisions.

As a consequence of these findings, it is imperative for developers and real estate agents to take these superstition beliefs into serious consideration when developing and marketing properties in the Klang Valley region. Ignoring or neglecting the influence of superstitions may lead to adverse consequences, such as depreciation in property values, increased overhang on properties, and potential challenges in selling properties. By recognizing and addressing these superstition-related concerns, developers and real estate agents can optimize their strategies to attract potential homebuyers and create a more favourable market response both for the primary and secondary markets.

In light of the study's results, it is recommended that developers and real estate agents conduct further market research to gain deeper insights into the specific superstition beliefs prevalent among potential homebuyers in various demographic segments. This understanding can facilitate the development of targeted marketing campaigns and property offerings that resonate with the preferences and concerns of potential buyers. By incorporating these considerations, the negative impact of superstition beliefs on the property market can be mitigated, leading to enhanced property sales and overall market stability.

In conclusion, the research highlights the importance of acknowledging and accommodating superstition beliefs in the real estate industry. It emphasizes that by recognizing the significance of superstitions in potential homebuyers' decision-making processes, developers and real estate agents can position themselves strategically to succeed in the property market of the Klang Valley and create positive outcomes for both buyers and sellers.

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