



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITITEKNOLOGI MARA**

**A STUDY ON CULTURAL FACTORS INFLUENCING
THE PROPERTY PURCHASING DECISION OF TRADITIONAL HOUSE AT
MALACCA**

**Academic Project Submitted in Partial Fulfillment of the Requirements
for the award of the Degree
Bachelor of Estate Management (Hons)**

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2022602172
SEMESTER MARCH 2024 - AUGUST 2024**

STUDENT'S DECLARATION

Title of Academic Project:

**A STUDY ON CULTURAL FACTORS INFLUENCING
THE PROPERTY PURCHASING DECISION OF TRADITIONAL HOUSE AT
MALACCA**

**I hereby declare that this academic project is the result of my own research
except for the quotation and summary which have been acknowledged**

SIGNATURE :

NAME OF STUDENT : MUHAMMAD IKMAL AKIFF BIN AHMAD DZUHAIRI

DATE : 8/7/2024

SUPERVISOR'S DECLARATION

Title of Academic Project:

**A STUDY ON CULTURAL FACTORS INFLUENCING
THE PROPERTY PURCHASING DECISION OF TRADITIONAL HOUSE at
MALACCA**

**I hereby declare that I have read this academic project and in my
opinion,opinion it is sufficient for the award of Bachelor of Estate
Management (Hons)**

SIGNATURE :

NAME OF SUPERVISOR : NURULANIS BINTI AHMAD @MOHAMED

DATE : 8/7/2024

ACKNOWLEDGEMENT

I would like to express our sincere gratitude to Allah for the opportunities given to us throughout the completion of this report. We are truly thankful for the guidance and blessings received during the process.

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ABSTRACT

This study investigates the cultural factor that influence the property purchase decision of traditional house at Malacca, focusing on the multi-racial and multi-religious context of the country. The research explores how cultural beliefs, religious customs, and superstitions shape the preferences and decisions of homebuyer. Utilizing a qualitative approach, data were collected through interviews with residents from different ethnic backgrounds in Kampung Morten, Kampung Chetti, and Jonker Walk, Malacca. Key findings reveal that religious and spiritual beliefs, such as the importance of mosque proximity for Malays and the adherence to Vaastu Shastra for Indians, significantly impact property choices. Additionally, superstitions related to numbers and the layout of homes, particularly among Chinese buyers, play a crucial role. The study underscores the need for real estate developers, agents, and policymakers to consider these cultural factors to better cater to the diverse Malaysian market. By understanding and integrating these cultural nuances, stakeholders can enhance the relevance and appeal of properties, ultimately fostering a more inclusive and responsive real estate industry