

THE IMPACT OF FENG SHUI ON PROPERTY
CHOICES AMONG MALAYSIAN GEN Z

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ABSTRACT

The growing influence of cultural beliefs in property decision-making has highlighted the relevance of Feng Shui in the modern housing market, particularly among Generation Z (Gen Z). Even though Gen Z is digitally driven and pragmatic, they may still be influenced by traditional beliefs when making housing decisions. However, there remains a limited understanding of how Feng Shui beliefs affect Gen Z housing purchase intention in the Malaysian context. This creates a research gap in explaining the role of cultural and psychological factors in shaping their decision-making behaviour. Therefore, this study aims to identify the factors influencing Feng Shui belief among Gen Z housing purchase intention and to determine the most significant factors affecting their decisions. This study adopted the Theory of Planned Behaviour as the underlying framework, which focuses on attitude, subjective norm, and perceived behavioural control. A quantitative research method was employed, where the data were collected through a structured questionnaire distributed to 100 Gen Z respondents who live in Klang Valley. The collected data were analysed by using the Statistical Package for the Social Sciences (SPSS). Descriptive analysis was conducted to summarise respondent profiles and key variables. The Spearman's correlation analysis was used to examine the relationships between the independent variables and housing purchase intention. The findings indicate that all three factors, which include attitude, subjective norm, and perceived behavioural control, have a significant relationship with housing purchase intention by the Spearman's Correlation Test. In these factors, the subjective norm, particularly social media, is the most significant factor that affects Gen Z housing purchase intention. In conclusion, this study contributes to addressing the knowledge gap by providing empirical insights into the influence of Feng Shui beliefs on Gen Z housing purchase intention. This study also offers valuable implications for developers and property agents in aligning their strategies with evolving consumer behaviour.

Keywords: Feng Shui; Gen Z; housing purchase intention; Theory of Planned Behaviour; consumer behaviour

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CHAPTER 1: INTRODUCTION

1.1 Background

Thomas (2022) states that Feng Shui is an ancient Chinese technique that uses formulas, guidelines, and instructions to create a more harmonious environment and increase good fortune. Thomas (2022) demonstrates that the Feng Shui principle influences certain aspects of property design, including house orientation, layout, street positioning, and symbolic elements such as numbers. Feng Shui believers believe these factors influence their health, prosperity, and overall well-being.

Furthermore, in Malaysia, despite the continuous advancement of modernisation and globalisation, Feng Shui remains one of the significant factors influencing property choices made by people, particularly within the Chinese community (Shafii et al., 2020). According to Hassan et al. (2023), while choosing a property, most of the purchasers who believe in Feng Shui will consider taking into consideration Feng Shui factors such as house history, numbering, location, view, direction, neighbourhood, and dwelling features. Thus, the younger purchasers' housing purchase intention will still be influenced by the Feng Shui factors.

Moreover, Generation Z (Gen Z) is the individuals who were born between 1997 and 2012 (Cooper, 2025). The Gen Z represents a unique demographic segment because they have digital literacy, global exposure and evolving cultural values. As digital natives, they have been highly educated, are socially conscious, and emphasise individuality and inclusivity, which means they have different and unique opinions on purchasing properties (Cooper, 2025). Thus, while Gen Z may not fully understand Feng Shui principles, their cultural heritage and their family will still influence their housing purchase intention.

1.2 Problem Statement

Property selection is a complex decision-making process that will be influenced by multiple factors, which include price, location, design, housing types and cultural beliefs (Hassan et al., 2023). In Malaysia, where cultural diversity is prominent, Feng Shui will continue to influence the property choices of others, especially in the Chinese community. Feng Shui remains particularly significant in the Chinese community.

According to Hasaan et al. (2023), some of the superstitions, including Feng Shui, will influence the housing purchase intentions among the young Malaysians (aged 25 to 40), especially Chinese property purchasers. The Chinese respondents have the greatest superstition-related concerns compared to other ethnic groups, such as Malay and Indian (Hasaan et al., 2023).

Furthermore, according to Shafii et al (2020), Generation Y will choose the property to purchase based on Feng Shui considerations. The Feng Shui factors will also influence the Gen Y's purchase intentions on the properties. Shafii et al (2020) also show that the developers acknowledge the Feng Shui's cultural significance, but they also have practical challenges in integrating Feng Shui into the construction of the property. This is because Malaysia is a multicultural country, and the developers need to balance practicality with cultural sensitivity, although Feng Shui is significant to the Chinese Generation Y (Shafii et al., 2020).

Besides that, Cooper (2025) shows that Gen Z has unique traits, such as being highly educated, digitally native and socially conscious. This makes them prioritise housing affordability, health and their sustainable living. According to Karaman & İlikçi. (2025), the indoor design that is based on Feng Shui, such as indoor plant arrangement, can improve the spatial perception, users' psychological well-being, and aesthetic quality. These traits are precisely highly valued by Gen Z thinking.

Moreover, according to Kuo et al. (2023), properties that have negative Feng Shui factors, such as facing an electric pole, road clash, facing the temple, and a dead-end alley, will have a lower property price compared to other properties. Kuo et al. (2023) also show that the negative Feng Shui factors will have a stronger influence on high-priced properties. Wealthier purchasers are also more sensitive to the Feng Shui considerations when they are purchasing properties.

Although Gen Z is often perceived as pragmatic and financially conscious, the traditional culture may still play an important role when they are selecting or purchasing properties. Therefore, this study aims to define what are the factors that will influence the Feng Shui belief among Gen Z housing purchase intention, and which factors will significantly influence them.

1.3 Research Questions

1. What are the factors influencing the Feng Shui belief among Gen Z housing purchase intention?
2. Which of the significant factors influencing Feng Shui belief among Gen Z housing purchase intention?

1.4 Research Objectives

1. To identify factors influencing Feng Shui belief among Gen Z housing purchase intention.
2. To analyse the most significant factors influencing Feng Shui belief among Gen Z housing purchase intention.

1.5 Scope of Study

This study's focus is on Gen Z individuals of Malaysia's Klang Valley, which encompasses Kuala Lumpur and Selangor. This study focuses at the factors that affect Feng Shui beliefs and the most significant factors that affect Gen Z's intention to purchase property. Gen Z residents in the Klang Valley were selected for this study because of the region's diversified population and active real estate market. The towns and cities that border the Klang Valley are located in the state of Selangor, and their demographics are clearly different. The population of Klang Valley in the year 2025 have estimated at 9,175,810 (Department of Statistics Malaysia (DOSM), 2025).

1.6 Significance of the Study

This study is significant to property agents, real estate developers and Gen Z. This is due to the fact that this study attempts to address the knowledge gap about the impact of Feng Shui on Gen Z Malaysians' housing purchase intention. This study examines the connection between traditional beliefs and modern purchase decisions, which enhances consumer behaviour and cultural studies.

Furthermore, understanding the influence of Feng Shui on housing purchase intentions among Gen Z in Malaysia is also important to real estate developers. This is because the real estate developers can use the insight to design the properties that align with the Gen Z preferences by incorporating the Feng Shui elements that matter most. This study also helps real estate developers with strategic planning by identifying the significant

factors that influence Gen Z's housing choices, which have a competitive advantage in the property market.

Besides that, this study is significant to property agents because it helps them to tailor marketing strategies that will resonate with Gen Z purchasers. This study also helps property agents to market properties that align with Gen Z preferences. This study can improve customer satisfaction by ensuring that the property agents can address Gen Z's concerns about property design, wellness, and cultural heritage.

This study is also significant to Gen Z. This is because this study aims to help Gen Z purchasers to understand the balance between traditional practices and modern lifestyle preferences to improve their decision-making on purchasing properties. This study also highlights the ways that cultural beliefs like Feng Shui influence the housing purchase intentions among Gen Z in Malaysia.

1.7 Conclusion

In conclusion, this chapter has provided the background, problem statement, research questions, and objectives of the study on the influence of Feng Shui beliefs on Gen Z housing purchase intention in Klang Valley. This chapter also identifies a research gap in understanding how Gen Z, as a digitally driven generation, responds to traditional cultural beliefs in housing decisions. This chapter also emphasises the contribution to real estate developers, property agents, and Gen Z purchasers.

Chapter 2: LITERATURE REVIEW

2.1 Introduction

This chapter examines the existing articles related to Feng Shui on property choices and the factors that will influence Gen Z's purchase intention. This chapter will provide the definition of the house's needs. This chapter will also explain the definition of Feng Shui by reviewing the articles. Furthermore, this chapter will cover the factors that will influence Gen Z's purchase intention. Then, this chapter will also cover the hypothesis of this study. The definition of Gen Z and the population of Gen Z in Klang Valley will also be defined in this chapter. Overall, the theoretical framework that will be employed for this study will also be covered in this study.

2.2 Houses Need

A house is a single-unit residential building. Houses are physical dwelling units that provide shelter and a private living environment for individuals and families. Houses also play an important role in supporting daily routines, personal comfort, and social interactions within the household. According to Power & Mee (2020), housing is not only a physical shelter, but it is also a sociomaterial infrastructure of care that organises everyday practices of health, safety, and well-being. The housing materialities, markets and governance have produced the “care”, which is the ability of the residents to look after themselves or others (Power & Mee, 2020). The housing materialities show as the layout of the house, ventilation and daylight. The markets show the affordability and tenure security. The governance shows as the rules, cultural norms and neighbourhood institutions (Power & Mee, 2020).

Moreover, in Figure 2.1, Maslow's hierarchy of needs shows that human motivation begins with physiological needs (food, water and housing) and safety needs (health, family and social stability), then it progresses to love and belonging (friendship, family and sense of connection), esteem needs (confidence, achievement and respect of others), and self-actualisation (creativity, acceptance and inner potential) (Maslow & Lewis, 1987). Maslow's hierarchy of needs also shows that when the lower needs, such as physiological needs and safety needs, have been satisfied, the higher needs, such as esteem needs and self-actualisation, will become prepotent (Aanstoos, 2024).

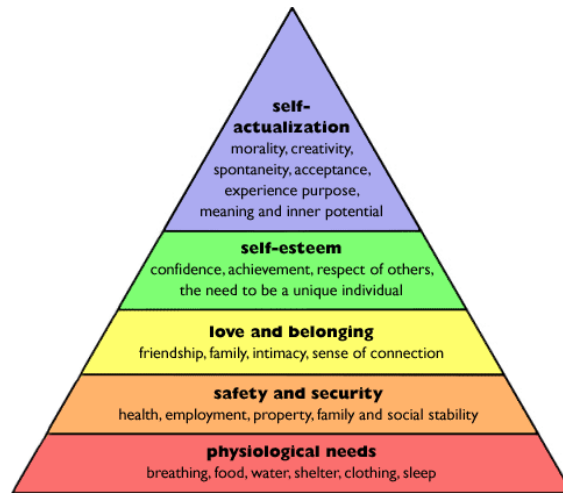


Figure 2.1: Maslow's Hierarchy of Needs

(Source: Maslow & Lewis, 1987)

Besides that, in housing choices, the lower needs will be stability, safety, hygiene and affordability. However, the higher needs will be identity congruence, status signalling, aesthetics and meaning making (Aanstoots, 2024). Figure 2.1 shows that the shelter, which is the housing needs, is the lowest need in Maslow's hierarchy of needs. This is the physiological needs of the human.

In addition, in modern society, housing needs have extended beyond basic shelter, which encompasses a wide range of functional, emotional, and psychosocial expectations. The housing quality, such as good ventilation, natural lighting, and environmental harmony, will directly influence the purchasers' well-being, mental control, and daily functioning (Karaman & İlikçi, 2025; Xu, 2021). This causes some of the people to use Feng Shui as one of their housing needs. This is because Feng Shui served as a spatial philosophy aimed at optimising human comfort and environmental harmony.

2.3 Feng Shui

"Feng Shui is an Eastern philosophy rooted in the I Ching" (Thomas, 2022). Feng Shui is also used as an ancient Chinese practice that harmonises Chi (qi) and maximises good fortune by arranging the environment. The Feng Shui uses the bagua map, the five elements, such as fire, water, metal, wood and earth, colour and the Luopan compass, the orientation tools for operation (Thomas, 2022). The bagua map is a map that is used to find the principles of Feng Shui, which divides space into nine areas that represent

different aspects of life, such as North (career), South (fame and reputation), East (health and family), West (creativity and children), Northeast (knowledge and self-cultivation), Northwest (helpful people and travel), Southeast (wealth and prosperity), Southwest (love and relationships) and Centre (linking the eight aspects) (Thomas, 2022).

Furthermore, Feng Shui evolved along two principal traditions, which are the Form School and the Compass School (Huang & Seeumpornroj, 2024). The Form School focuses on prioritising landform, site, climate and protective topographies (Huang & Seeumpornroj, 2024). However, The Compass School focuses on directional, elemental and trigramic alignment by using the luopan compass and personalised bazi calculations (Huang & Seeumpornroj, 2024).

Moreover, Feng Shui is mostly used on architecture and interiors, particularly during the 1990s in the West (Thomas, 2022). However, Matthews (2023) shows that by using rigorous tests, there are no reliable measurements or causal mechanisms for chi, which classifies many Feng Shui and chi claims as pseudoscientific. Nonetheless, Feng Shui still has global popularity and persists in society, despite Feng Shui is lack of measurable evidence (Matthews, 2023). Feng Shui has become a global phenomenon that influences urban planning, architecture, and real estate pricing (Matthews, 2023).

2.3.1 Chi

Chi is one of the concepts that show in Feng Shui. According to Thomas (2022) and Montenegro (2003), Chi (qi) is the putative universal life force central to traditional Feng Shui, Chinese medicine, and Taoist cosmology. Chi was believed to flow through the environments and bodies with a significant impact on health and wealth. Montenegro (2003) also shows that Feng Shui practitioners believe that proper placement of objects can control Chi. According to Erdogan & Erdogan (2014) and Thomas (2022), in design, Chi often seems as “energy” metaphors, such as flow, blockages and vitality. The Chi was also used to justify the arrangements, such as entrances, corridors, mirrors and forms, which have aimed to facilitate the beneficial effects of qi and reduce the sha qi, which is harsh or negative flow (Thomas, 2022; Montenegro, 2003).

Besides that, Erdogan & Erdogan (2014) also show that Chi was viewed as a heuristic concept. The Chi was distributed through the spaces in patterns. The good Chi can

enhance people's psychological well-being (Erdogan & Erdogan, 2014). However, the bad Chi, which is sha qi, is harsh, fast and disruptive. It was often created by a specific arrangement, such as long corridors, sharp corners and poor spatial planning (Erdogan & Erdogan, 2014).

2.3.2 Yin and Yang

In Feng Shui, Yin and Yang are represented as one of the factors that need to be considered when people want to have good Feng Shui in their surroundings. According to Huang & Seeumpornroj (2024), Yin, Yang and Chi were used as part of the early Feng Shui spatial analysis. Huang & Seeumpornroj (2024) also show that Yin and Yang were described as complementary opposites, such as quiet and active, cold and warm, and dark and light. The balance of Yin and Yang underpins the harmony in space use and environmental quality. Erdogan & Erdogan (2014) show that Yin was symbolised as shade, female and sour, whereas Yang was symbolised as light, male and sweet.

Additionally, in architecture, the Yin zones was favour to the spaces that have lower light, quiet and privacy, such as bedrooms and study rooms (Huang & Seeumpornroj, 2024). However, the Yang zones was favour to the spaces that have sunlight, airflow, visibility and social interaction, such as living areas and entries. Huang & Seeumpornroj (2024) also show how courtyard layouts modulate their visibility and connectivity between Yin and Yang spaces by supporting social cohesion, Yang and providing private space for rest, Yin.

2.3.3 Five Elements in Feng Shui

The Five Elements, which are called Wu Xing, in Feng Shui, represent the basic energies that interact and influence the flow of energy in space (Huang & Seeumpornroj, 2024). "The Five Elements are wood, fire, earth, metal and water" (Thomas, 2022). The Five Elements framework links the materials, colours, directions, seasons, and functions with cycles of generation and control (Thomas, 2022). Huang & Seeumpornroj (2024) show that, in the Compass School, they will use bagua, a tool that aligns each direction of the compass with its corresponding element, to influence the room placement. This is because the bagua has eight trigrams, and each trigram will correspond to the Five Elements (Huang & Seeumpornroj, 2024).

Besides that, each element also has a different meaning in Feng Shui. For example, the fire element in the bagua is at the South, and it is symbolised as activeness, warmth, and recognition. The water element is at the North, and it is symbolised as calm, wealth, and intuition. The wood element is at the East and Southeast, and it is symbolised as growth, creativity, and vitality. The metal element is at the West and Northwest, and it is symbolised as clarity, organisation, and support. The earth element is at the Centre, Southwest, and Northeast, and it is symbolised as stability and nourishment (Huang & Seeumpornroj, 2024).

2.3.4 Schools of Feng Shui

There are two main schools of Feng Shui, which are the Form School and Compass School (Huang & Seeumpornroj, 2024). The Form School is the school of Feng Shui that is more focused on landform, microclimate, protection, ventilation and southern orientation for daylight and warmth (Huang & Seeumpornroj, 2024). Huang & Seeumpornroj (2024) also show that the Form School was strongly influenced by Confucianism, which also causes the Form School to emphasise a courtyard layout that is hierarchical and conforms to social norms. Their layouts were symmetrical, and they believe that bedrooms are represented as Yin, and the living room, entry and kitchen are represented as Yang (Huang & Seeumpornroj, 2024).

In addition, the Compass School is the school of Feng Shui that uses bagua, Five Elements, trigrams, compass directions and, in later developments, bazi, which is known as personal birth elements, to individualise room functions, entrances, and material or colour assignments (Huang & Seeumpornroj, 2024). Huang & Seeumpornroj (2024) also show that the Compass School uses the Five Elements and Eight Trigrams to analyse and plan for the auspiciousness of the buildings. The Compass School is more considers on energetic alignment, prosperity and well-being.

2.4 Factors Influencing Feng Shui on Housing Purchase Decision

2.4.1 Cultural Beliefs

Cultural beliefs and social norms are one of the factors that influence Feng Shui on housing purchase decisions. According to Hassan et al. (2023), although the Feng Shui influence on housing purchase intention is often secondary to price and location, the young generation, aged between 25 and 40 in Klang Valley, will still consider Feng Shui

when they are purchasing their properties, particularly in Chinese communities. Hassan et al. (2023) show that the Chinese respondents have the strongest belief in Feng Shui factors when they are purchasing properties compared with other ethnic groups, such as Malays and Indians. Malay and Indian respondents have also considered cultural beliefs, but less strongly. According to Shafii et al. (2020), the developers have acknowledged that Feng Shui will influence the purchaser's housing choice, particularly in Chinese Generation Y purchasers. Thus, the cultural heritage continues to influence the housing choices, even though purchasers prioritise affordability and convenience.

2.4.2 Environmental Features

The factors that influence Feng Shui on housing purchase decisions include the physical and environmental features of the properties. Karaman & İlikçi. (2025) shows that good orientation, layout and the integration of natural elements can increase the psychological comfort of the users. According to Karaman & İlikçi. (2025), integrating indoor design with the indoor plant based on Feng Shui principles can improve the spatial perception and create feelings of tranquillity.

2.4.3 Economic Considerations

Economic considerations are also the factors that influence Feng Shui on Housing purchase decisions. According to Kuo et al. (2023), the properties that have negative Feng Shui features, such as facing a temple, road clash and T-junction, will have lower marketability and lower prices compared to normal properties. Kuo et al. (2023) also show that the foreclosed properties with multiple negative Feng Shui features will have longer auction times and higher discount rates compared to other normal foreclosed properties.

2.5 Purchase intention

Housing purchase intention refers to an individual's readiness, willingness, and likelihood to purchase properties in the foreseeable future. The purchase intention is widely recognised as a predictor of actual buying behaviour, and it is also relevant to complex, high-involvement decisions (Boslaugh, 2022). According to Ajzen (1991), purchase intention is influenced by attitudes, subjective norms, and perceived behavioural control. These factors will influence the purchasers' cognitive evaluation when they are purchasing the properties. When the purchasers are purchasing properties

and the properties are involved in cultural belief systems, such as Feng Shui, the purchasers' purchase intention will be strengthened by rational considerations, such as safety, comfort, and financial feasibility. Their purchase intention will also be strengthened by symbolic-cultural meanings, such as numbers, orientation and environmental.

2.5.1 Attitude

The attitude shows the purchasers' overall evaluation of purchasing properties with specific Feng Shui features. According to Boslaugh (2022), positive behavioural beliefs will foster the favourable attitudes, and the negative beliefs related to bad Feng Shui will foster the unfavourable attitudes.

2.5.1.1 Symbolic Numbers

Symbolic numbers are one of the visible and cognitively simple Feng Shui factors. In the Chinese cultural context, people believe numbers have their linguistic symbolism. Hassan et al. (2023) show that the specific symbolic number will influence the purchase intention of the young purchaser. According to Hassan et al. (2023), Chinese purchasers will be more concerned for the number of houses, compared to other ethnic groups. The house numbers with a negative meaning will reduce their housing purchase intention. The number 4 in Feng Shui is considered unlucky, whereas the number 8 in Feng Shui is considered auspicious (Hassan et al., 2023). This is because the number 8 was similar as prosperity in pronunciation. However, the number 4 was similar to death in pronunciation.

Moreover, some of the developers will also use the numbers that combine with the alphabet to alternate the ominous numbers when they develop the properties. According to Shafii et al. (2020), the developer will use some market strategies that include Feng Shui elements, such as avoiding using "4" by using "3A" on house numbers or building floors. This can reduce the sensitivity of the purchasers to taboo numbers. Yap & Lum (2020) also stated that the house numbers is also one of the top five Feng Shui elements that will influence the housing selection and pricing in Malaysia.

The symbolic numbers are especially influential due to their operation as a fast heuristic for the purchasers. The purchasers can quickly screen out the properties that satisfy them during the early-stage decision-making by assessing the house number as a screening tool.

2.5.1.2 Well-oriented spaces

The well-oriented spaces, such as the orientation and layout, represent a complex attitude component. This is because it combines the cultural symbolism and the perceived environmental comfort. According to Hassan et al. (2023), the house direction will influence the purchaser's purchase intention. The purchaser strongly believes in superstitious beliefs related to the orientation of the house when they are considering buying a house (Hassan et al., 2023). Hassan et al. (2023) also show that the Chinese purchasers are very important in the orientation of the house when they are considering purchasing the house. The Indian community will avoid the houses that have main doors facing Southwest. This is because they believe that the negative forces will enter the house through the Southwest (Hassan et al., 2023).

Additionally, the indoor layout in the property that based on Feng Shui, will also influence the attitude of the purchasers. This is because some of the Feng Shui layouts, such as needing to have an indoor plant in certain places, will let the purchasers feel comfortable and increase their positive attitude toward Feng Shui. According to Karaman & İlikçi. (2025), the balcony designs that are based on Feng Shui will use indoor plants to increase the perceptions of naturalness, calmness, a refreshing feeling, and a positive space experience to increase the psychological comfort of the purchasers. This will increase the favourable attitudes toward similar layouts.

Besides that, the orientation is the highest-impact Feng Shui element across the ethnic and income groups in Malaysia (Yap & Lum, 2020). This is because the houses that face south or north-south are more preferred due to the perceived energy balance, sunlight control, and ventilation. According to Yeon-Su (2021), the purchaser that interest in Feng Shui will increase their recognition of space placement.

2.5.1.3 House facing a temple

Houses that face a temple are consistently represented as a high-salience negative Feng Shui factor. This is because it links to the cultural taboo, such as Yin places and death symbolism. Kuo et al. (2023) show that the properties that have bad Feng Shui features, such as facing a temple, road clash and dead-end alley, will cause purchasers have unfavourable attitudes. These will reduce the purchasers' purchase intention of the properties that have bad Feng Shui features. Furthermore, houses that face the temple

will have lower prices compared to other properties (Kuo et al., 2023). This will cause the purchaser to reduce their purchase intention when they want to resell the properties.

Moreover, some of the purchasers believe that houses that face a temple or cemeteries will influence their Chi. Hassan et al. (2023) and Hassan et al. (2021) show that the purchasers have firm beliefs about the house view and location factors associated with negative energy, which will cause the difficulty of reselling the property. The purchasers believe that cemeteries, hospitals, and religious places have Yin Chi, which is also known as negative energy. These will influence their purchase intention when they are purchasing the properties.

2.5.1.4 Road Clash

Road Clash refers to the houses that are located at the road points directly in front of the house's front door, such as T-junctions and straight road alignments. According to Kuo et al. (2023), although the properties that face the temple were the most significant factor that would reduce the purchase intention of the purchasers, the properties that are located on the road clash are also one of the factors that will reduce the purchasers' purchase intention. In the high price properties segments, the properties that are located on the road clash, such as facing the main road or located at a T-junction, will have a lower price than other properties (Kuo et al., 2023).

Besides that, the Form School emphasises the interaction of landforms and flow, while the Compass School emphasises direction and symbolic alignment (Huang & Seeumpornroj, 2024). The road clash is often categorised as Sha Chi, which is also known as harsh influence. This will decrease the purchasers' purchase intention when the properties are located at the road clash. According to Yap & Lum (2020), the street location is also one of the most influential Feng Shui factors that will affect the purchaser's purchase intention and the property value. The property that is located on the road clash is often discounted when the properties are being sold.

2.5.1.5 Dead-end Alley (Cul-de-sac)

In Feng Shui, the dead-end alley is represented as stagnation and limited Chi flow. However, the dead-end alley also represented privacy, reduced traffic, and quietness in lifestyle. The properties that are located at the dead-end alley have mixed valuations, which can reduce or increase the purchasers' purchase intention even though the properties have negative Feng Shui factors. Some of the purchasers will purchase the

properties that are located at a dead-end alley due to the privacy and quiet (Kuo et al., 2023). Yap & Lum (2020) also emphasise that the properties that are located in dead-end streets are perceived as unfavourable. The properties also often need to be reduced when they are being sold to attract the purchasers.

In addition, the purchasers who believe in Feng Shui will avoid purchasing properties that are located at a dead-end alley due to the negative Feng Shui factors. According to Hassan et al. (2023), the house location beliefs are highly salient to the purchasers. However, this superstition differs with ethnicity, which causes some of the purchasers to purchase the properties that are located at dead-end alley.

2.5.2 Subjective Norm

2.5.2.1 Family

Family is one of the channels of Feng Shui norm transmission. The purchasers will follow their family's instructions when they are purchasing their properties. Shafii et al. (2020) show that the purchasers will often follow their parents' Feng Shui requirements, even when they do not fully understand the Feng Shui rules. Family norms will influence the purchasers' property decisions because housing is a high-cost, high-commitment purchase. These often involve parental consultation, shared financing and long-term family planning. This causes family norms to be high in property decisions.

Furthermore, Saut & Saing (2021) show that parental and elder family opinions will significantly influence the attitudes, perceived behavioural control and intention of the Gen Z, particularly when the decisions involve long-term consequences. According to Kahawandala & Peter (2020), the family members often play as primary advisors when Gen Z are facing problems and need to make decisions. This often happens when the purchases require financial commitments and risk evaluations.

2.5.2.2 Friend

The purchasers' lifestyle will also be influenced by their friends. This means some of the purchase decisions will also be influenced by their friends. Kuo et al. (2023) show that when purchasers are purchasing properties, they will be influenced by their friends. The Feng Shui beliefs of the purchasers will be influenced by their friend. This occurs when the purchasers are purchasing the properties, they will not only consider the other factors, such as price, design and others, they will also consider the Feng Shui factors.

Moreover, the friend's decision was a particularly strong influence within Gen Z because Gen Z have high collaborative decision-making style and a desire for social belonging (Kahawandala & Peter, 2020). Candra Rini (2023) also emphasises that friends' recommendations and discussions will significantly influence Gen Z's purchase intention. This is because Gen Z often seek reassurance from friends before they commit to a purchase. In Gen Z, friends often function as "validation" networks, especially when the purchasers are making decisions. They will ask their friends for recommendations.

2.5.2.3 Social Media

Social media is one of the norms that influences Gen Z's purchase decisions. This is because social media shapes the users' perception. According to Maric et al. (2025), Gen Z will be more trusted on photos and videos. The visual material will influence Gen Z's trust and decisions when they are making decisions. The Feng Shui knowledge can be communicated by videos or photos through social media, such as TikTok, Instagram and Facebook. This can influence Gen Z purchasers' purchase decisions when they are purchasing properties.

Additionally, when Gen Z are forming their behavioural intentions, they will rely heavily on the social media platforms to get information, validation, and social cues (Kahawandala & Peter, 2020). K S & Massand (2025) also show that interaction, trendiness, and online engagement significantly influence Gen Z's purchase intention.

2.5.2.4 Neighbourhood

Neighbourhood norms influence the purchase intention by local reputation and the shared cultural expectation. The neighbourhood belief ecologies, which include temple density, road patterns, and shared expectations, will cause the residents to follow the local taboo (Kuo et al., 2023). For example, Kuo et al. (2023) show that in the foreclosure market, the negative Feng Shui view will delay the investor bidding and lengthen auction cycles. The properties that have negative Feng Shui features will affect the auction dynamics, such as longer auction times and delayed bidding. This shows that the purchasers collectively treat certain neighbourhood exposure as undesirable (Kuo et al, 2023).

In addition, individuals will consider neighbourhood reputation and the surrounding environment as part of their long-term satisfaction and perceived value (Annabella &

Herdinata, 2024). Kuo et al. (2023) show that the neighbourhood around the purchasers is one of the factors that causes the Chinese purchasers to follow superstition when they are purchasing properties. This will pressure Gen Z to avoid purchasing “uncomfortable houses” to maintain their social acceptance and resale prospects.

2.5.3 Perceived Behavioural Control

2.5.3.1 Budget Limits

Budget limits are one of the factors that influence the purchase intention of the purchasers. When the purchasers have enough budget, they will purchase the properties that satisfy their needs. Karaman & İlikçi. (2025) show that the plant-based interior interventions are low-cost and high-control measures, which can be implemented after purchasing the properties. These will improve the perceived behavioural control of the purchasers.

Besides that, some of the purchasers will purchase the properties that have negative Feng Shui factors due to the budget limits. According to Kuo et al. (2023), in foreclosure markets, the discounts can reduce the stigma of the properties that have negative Feng Shui factors. This will cause Gen Z to purchase the properties that have negative Feng Shui factors if the price is affordable and to abandon certain Feng Shui taboos.

2.5.3.2 Housing Stock

Limited housing stock refers to a restricted number of housing units that satisfy the practical requirements and Feng Shui factors. The developers believe it is impractical to provide every unit of the property with an individual Feng Shui design, which limits the stock of properties that align with Feng Shui factors (Shafii et al., 2020). The purchasers will find it difficult to achieve their precise Feng Shui preferences due to the limited availability of properties with good orientation, number, and street frontage.

Moreover, there are only a few properties that can satisfy practical requirements and Feng Shui factors at the same time. Most of the properties will satisfy some of the Feng Shui factors due to the terrain limitations. According to Baratta & Magli (2025), only some of the Ming towns strictly followed the cardinal planning. Most of the towns adapted to the environmental constraints, such as rivers and mountains.

2.5.3.3 Financial Resource

The ability to manage financial resources shows that an individual has confidence in budgeting, savings, financial planning, and long-term commitment. According to Ilyas & Djawahir (2021), Gen Z purchasers who have financial knowledge will manage their financial resources to invest in their future well-being. Ilyas & Djawahir (2021) also stated that the financial resources will shape the Gen Z purchasers' attitude, which will also influence their behavioural intention.

Furthermore, Gen Z often lacks a comprehensive understanding of financial planning and long-term financial planning and the long-term financial consequences, although Gen Z are digitally literate (Güngör Göksu et al., 2025). This will cause some of the Gen Z purchasers to not have a budget limitation when they are making decisions on a housing purchase. The limited financial awareness will also reduce the perceived behavioural control, which causes high-end consumption, such as housing purchases, to be more psychologically challenging.

2.5.3.4 Market Constraints

Market constraints include the developer practices, zoning, pricing strategies, market competition, and others. The developers consider multi-ethnic markets and personalised needs, thus they believe the Feng Shui factors are not necessary when they construct the properties (Shafii et al., 2020). These indicate the developers need to balance symbolic features with broad marketability, regulation and cost. These constraints influence the purchasers' perceived control to act on belief-driven preferences, even when their attitudes and norms are strong.

Additionally, the Feng Shui factors will also influence the price of the properties (Kuo et al, 2023). The properties that have negative Feng Shui factors will cause the properties to have a lower property price compared to other properties. This causes some of the developers to avoid or reduce the development of the properties based on Feng Shui factors.

2.6 Hypotheses Development

2.6.1 Attitude

H0: There is no significant relationship between attitude toward Feng Shui-based housing and housing purchase intention among Malaysian Gen Z.

H1: There is a significant relationship between attitude toward Feng Shui-based housing and housing purchase intention among Malaysian Gen Z.

2.6.2 Subjective Norm

H0: There is no significant relationship between subjective norm and housing purchase intention among Malaysian Gen Z.

H1: There is a significant relationship between subjective norm and housing purchase intention among Malaysian Gen Z.

2.6.3 Perceived Behavioural Control

H0: There is no significant relationship between perceived behavioural control and housing purchase intention among Malaysian Gen Z.

H1: There is a significant relationship between perceived behavioural control and housing purchase intention among Malaysian Gen Z.

2.6 Gen Z

Gen Z is the people that born between 1997 and 2012 (Cooper, 2025). However, some of the people argue Gen Z is the people that born in the mid-2000s (Cooper, 2025). Gen Z are the first generation that grew up with the rise of the internet and social media. This causes them to be highly tech-savvy, socially conscious, and diverse (Cooper, 2025). Maric et al. (2025) show that Gen Z is characterised by high digital literacy, visual media immersion, and a strong interest in wellness and sustainability. Gen Z will give higher trust and credibility in visual content, such as photos and videos, which causes them to be more easily influenced by social media when they are making decisions (Maric et al., 2025).

Furthermore, Gen Z are also highly educated, which causes them to be more focused on cost-effectiveness, sustainability and personalisation (Cooper, 2025). Gen Z will prefer environments that allow freedom of choice and meaningful experiences. The

population of Gen Z in Klang Valley have 2,148,800. The population of Gen Z in Selangor include 1,717,100, while the population of Gen Z in Kuala Lumpur have 431,700 (OpenDOSM, 2025).

2.7 Review of Theoretical Framework

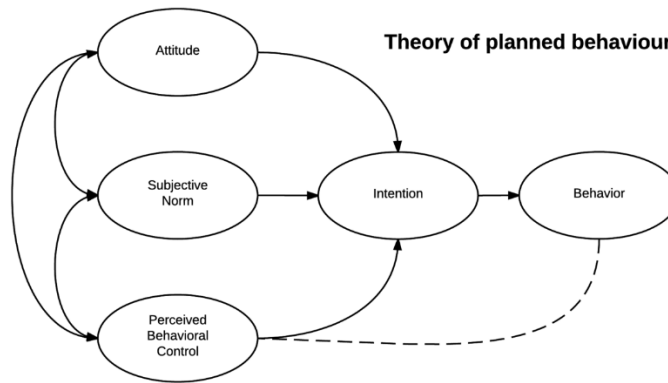


Figure 2.2: Theory of Planned Behaviour

(Source: Boslaugh, 2022)

The Theory of Planned Behaviour is a psychological theory used to explain the behaviour that is performed by people (Figure 2.2, Boslaugh, 2022). The Theory of Planned Behaviour explain the intention as a function of attitudes toward the behaviour, subjective norms, and perceived behavioural control (Boslaugh, 2022). The Theory of Planned Behaviour has been extensively used in a wide range of decision-making contexts, such as consumer behaviour, real estate, health practices and technology adoption (Boslaugh 2022). Thus, the Theory of Planned Behaviour provides a robust theoretical framework for understanding psychological and social factors that will influence purchasers' purchase intentions.

Furthermore, the attitude in the Theory of Planned Behaviour refers to the individual's overall evaluation of performing the behaviour, and it will be influenced by the beliefs of consequences (Boslaugh, 2022). The attitude for Gen Z housing purchase intention is an evaluation of the properties based on Feng Shui, such as well-being, harmony, financial security and peace of mind. Hassan et al. (2023) show that when the purchasers believe the properties that are based on Feng Shui features will make them beneficial and reassuring, they will have more favourable attitudes and increase their purchase intention.

Besides that, the subjective norm in the Theory of Planned Behaviour refers to the individual's perceived social pressure to perform or avoid the behaviour (Boslaugh, 2022). The subjective norm for Gen Z housing purchase intention is the perceived social pressure from family, friends, ethnic cultural community and market actors. Shafii et al. (2020) show that the Feng Shui beliefs are socially transmitted across generations, and they will influence the purchasers' purchase intention through parental guidance and community expectations.

Moreover, the perceived behavioural control in the Theory of Planned Behaviour refers to the individual's perceived ability to perform the behaviour, such as available resources, opportunities, and perceived obstacles (Boslaugh, 2022). The perceived behavioural control for Gen Z housing purchase intention is the perceived ability to apply Feng Shui.

2.8 Proposed Theoretical Framework

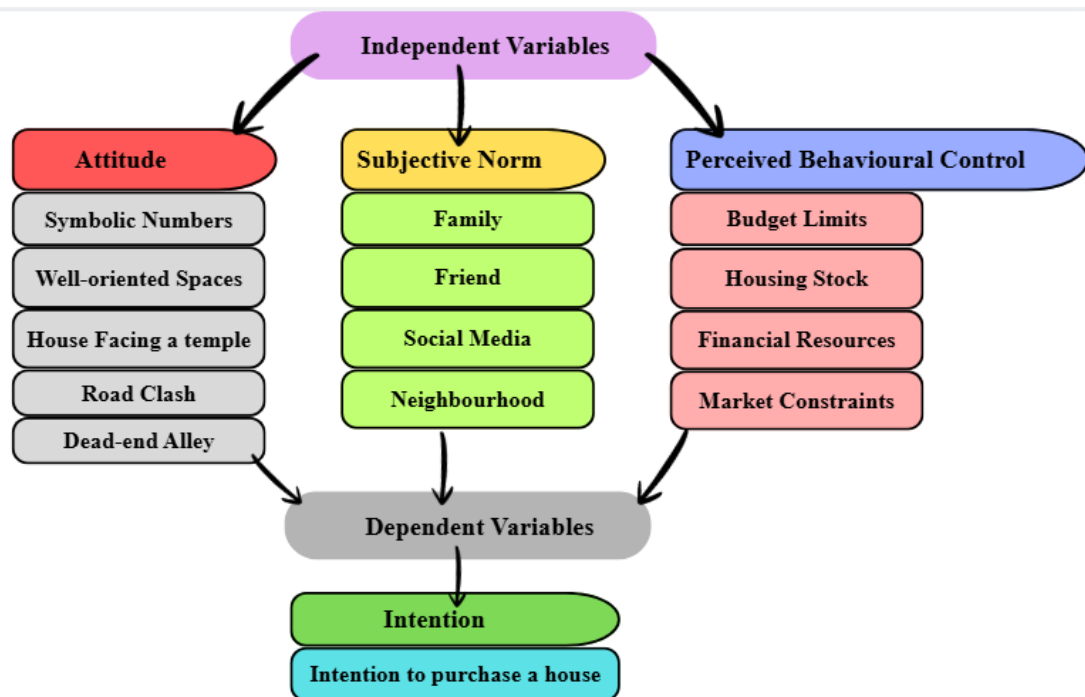


Figure 2.3: Proposed Conceptual Theoretical Framework

(Source: Self-developed, 2026)

Based on Figure 2.3, this study has proposed a conceptual framework that integrates Feng Shui factors, Gen Z characteristics, and the Theory of Planned Behaviour to explain Gen Z's housing purchase intention. According to Ajzen (1991), purchase

intention is a cognitive and affective outcome that will be influenced by attitudes, subjective norms, and perceived behavioural control. In this study, the determinants of the Theory of Planned Behaviour are influenced by Gen Z's perceptions and interpreted with Feng Shui features in modern housing environments.

Additionally, Hassen et al. (2023) and Shafii et al. (2020) show that Feng Shui continues to influence the housing perceptions among Chinese communities. The symbolic numbers, such as the number 4 and the number 8, will influence the purchasers' perceptions of comfort, harmony and long-term well-being. These perceptions influence the attitude in the Theory of Planned Behaviour by determining whether Gen Z purchasers will have a positive evaluation of the properties that are consistent with their ideal Feng Shui factors.

Furthermore, Gen Z will be influenced by the subjective norms, such as their family, neighbourhood and social media, when they are purchasing the properties. Shafii et al. (2020) show that the purchasers will follow their family expectations when they purchase the properties. Maric et al. (2025) show that Gen Z's decision will be influenced by the videos or photos they watched on social media. These will increase Gen Z's perceived credibility and social pressure on certain housing features, which will cause them to accept or avoid these Feng Shui features.

Moreover, the third element in the Theory of Planned Behaviour is perceived behavioural control. The perceived behavioural control will be influenced by Gen Z's perceived ability to access or modify the properties that align with Feng Shui principles (Ajzen, 1991). Financial capability, market availability and housing stock are the factors that influence their sense of control. Karaman & İlikçi. (2025) shows that adding indoor plants is easy to act and low cost, which can strengthen the perceived control.

2.8 Conclusion

Overall, this chapter has reviewed the relevant articles on Feng Shui, housing needs, and factors influencing housing purchase intention. This chapter also integrates the key concepts, such as cultural beliefs, environmental features, and economic considerations, with the elements in the Theory of Planned Behaviour, which include attitude, subjective norm, and perceived behavioural control. The literature also highlights that both traditional beliefs and modern factors play a role in shaping housing decisions. Furthermore, this chapter also identified the key variables by reviewing relevant articles and developed hypotheses for this study. Figure 2.8 shows the proposed conceptual framework of this study, which integrates Feng Shui elements with the Theory of Planned Behaviour.

CHAPTER 3: METHODOLOGY

3.1 Introduction

The research approach that would be used in this study was the main topic of this chapter. The research design for this study will then be presented in this chapter. This chapter will also cover the sample approach and design that will be used in this study. The questionnaire design that was utilised to receive the data will also be covered in this chapter. Additionally, the normality and reliability tests will be performed to ensure the data collected is reliable.

3.2 Research Methodology

Research methodology is the overall approach, strategy, and systematic procedures that are used by the researcher to investigate the research problem (Rivkin, 2025). According to Asenahabi (2019), research methodology provides the structural framework that ensures the research is systematic, coherent, and effective. The quantitative and qualitative approaches are the research methods that can be used in research methodology.

Furthermore, quantitative research involves systematic measurement, numerical data collection, and statistical analysis to test the relationship between the variables (Smith, 2024; Sukamolson, 2007). The quantitative research is suitable for research that involves assessing attitudes and behavioural intentions (Asenahabi, 2019). Sukamolson (2007) show that the quantitative research allows the conceptual factors and subjective factors to be transformed into numerical scores by using the Likert scale. This can enable the statistical testing for significant and predictive strength.

Besides that, qualitative research is an iterative process that involves in-depth meanings, experiences, and perspectives that cannot be expressed numerically (Taherdoost, 2022). The qualitative research is usually used in lived experiences, cultural, and examination of the meaning and reasons in the circumstances. The qualitative research is usually preceded by case studies, interviews and observations.

3.2.1 Selection of Quantitative Research

The research methodology for this study will be quantitative research. This is due to the fact that quantitative research can statistically assess the correlations between attitude, subjective norm, perceived behavioural control, and purchase intention, in addition to being appropriate

for measuring variables derived from the Theory of Planned Behaviour. Numerical data is used in quantitative research to explain phenomena through statistical analysis.

3.3 Research Design

Research design has provided a structured and systematic plan that connects the research problem, questions and data collection methods into a coherent process (Asenahabi, 2019). The process of this study was illustrated and summarised in Figure 3.1.

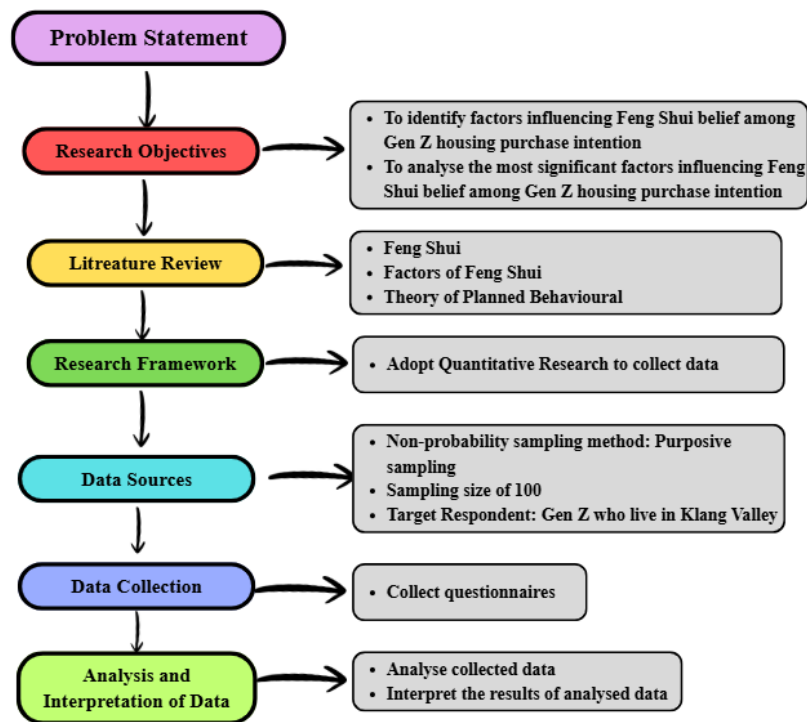


Figure 3.1: Flow Chart of Research

(Source: Self-developed, 2026)

3.3.1 Primary Data

Primary data collection is significant when specific and tailored measurements are needed in the study, particularly when analysing attitudes and behavioural contracts that are hard to extract from the secondary sources (Asenahabi, 2019). Thus, this study will collect the primary data directly from Gen Z respondents who live in Klang Valley.

Furthermore, the primary data will be collected through a structured Google Form questionnaire that is distributed to Gen Z respondents. This method is efficient for reaching

Gen Z respondents. This is because Gen Z is highly tech-savvy, which causes them to have high digital literacy and be accustomed to participating online.

3.4 Sampling Design

Sampling is the structured plan that is used to select participants from a larger target population for the purpose of data collection (Muyembe Asenahabi & Anselemo Ikoha, 2023). According to Wienclaw (2024), the purpose of using sampling in research is to ensure that the selected respondents can provide relevant, meaningful and reliable information that aligns with the study's research objectives and questions. The purpose of sampling also includes obtaining a group that can provide insights reflective of the broader population, while minimising the selection bias and maximising the accuracy of the findings (Wienclaw, 2024). The sampling design involves the people who can provide data, the ways to choose the respondents, and the number of respondents that can ensure the validity of the data for the target population (Wienclaw, 2024).

3.4.1 Sampling Method

In Figure 3.2, there are two sampling methods, which are probability sampling methods and non-probability sampling methods. The probability sampling is also known as random sampling, which the probability sampling is the sampling technique that allows every member of the population an equal chance of being selected (Etikan & Bala, 2017). This causes probability sampling to be preferred due to the generalisation and unbiased representation. However, practical constraints, topic specificity, and target population characteristics will restrict the use of probability sampling (Israel, 1992).

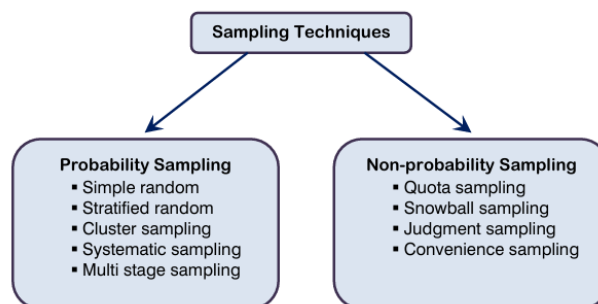


Figure 3.2: Sampling Techniques

(Source: Taherdoost, 2016)

Furthermore, non-probability sampling will be employed in this study. Etikan & Bala (2017) emphasise that non-probability sampling is a sampling technique that will not provide any basis for the probability that elements of the population are included in the study sample, which relies on the researcher's judgement and accessibility to identify suitable respondents. One of the types of non-probability sampling will be used in this study, which is purposive sampling, also known as judgment sampling. Purposive sampling will be used when the researcher must rely on their judgment to identify individuals who can provide the most accurate and relevant information (Etikan & Bala, 2017).

3.4.2 Sampling Size

The sampling size is a portion of a population that is selected to represent the entire population in a study (Muyembe Asenahabi & Anselemo Ikoha, 2023). According to Muyembe Asenahabi & Anselemo Ikoha (2023) and Israel (1992), determining the appropriate sample is a critical step when doing research. This is due to the sample size being used to ensure the results collected from the respondents are reliable, valid, and capable of representing the target population. Besides that, Figure 3.3 shows that Taro Yamane's formula provides a simplified formula to calculate the sample sizes (Islam, 2018; Israel, 1992).

$$n = \frac{N}{1 + N(e)^2}$$

Figure 3.3: Taro Yamane's Formula

(Source: Israel, 1992)

Where,

n = The sample size

N = The population size

e = The level of precision

In this study, the target population size will consist of approximately 2,148,800 Gen Z individuals who live in Klang Valley. Israel (1992) emphasises that the level of precision is usually adopted as 3%, 5% or 10% in the research. The confidence level of the research will most commonly use 95% as the confidence level (Israel, 1992). Thus, 95% of confidence level

and 10% of precision level will be adopted in this study. Based on this, the sample size calculation will be presented as follows:

$$n = \frac{2,148,800}{1 + 2,148,800 (0.10)^2} = 99.99 \approx 100$$

Hence, to achieve the acceptable accuracy and remain practically feasible, a minimum of 100 respondents is required.

3.4.3 Sampling Target Population

Gen Z respondents who stay in the Klang Valley are the study's target demographic. Malaysia's major metropolitan area, the Klang Valley, is located in the country's centre. In addition, the Klang Valley is Malaysia's commercial, financial, economic, and transportation centre. The Klang Valley, which encompasses Selangor and Kuala Lumpur, has a population of about 9 million, according to OpenDOSM (2025). There are approximately 2,148,800 individuals from Gen Z among the Klang Valley's 9 million population. As a result, 100 Gen Z respondents of the Klang Valley will be involved in this study.

3.4.4 Pilot Test

The pilot test should be conducted before the main data collection to ensure the clarity, reliability, and suitability of the questionnaire items (Wienclaw, 2024). The pilot test helps to detect the ambiguities, confusing wording, and measurement inconsistencies. This can ensure the questionnaire can be revised before administering the final instrument. According to Islam (2018), the pilot test can help the researchers to verify that their sampling and measurement processes are properly functioning before they deploy their research.

Moreover, there will be a minimum of 30 respondents for the pilot test. This is because in the pilot test, 30 sample sizes are commonly recommended for the pilot test studies to identify the reliability issues (Islam, 2018).

3.4.5 Cronbach's Alpha Reliability Test

The purpose of the reliability test is to ensure the measurement instruments' internal consistency. The Cronbach's Alpha reliability test will be used in this study to confirm the accuracy of the data collected. This is because Sheposh (2026) shows that the Cronbach's Alpha reliability test is one of the most widely used reliability coefficients in psychological and educational testing.

Cronbach's Alpha evaluates the reliability by examining the average correlation among the items within a construct, with higher values indicating stronger internal consistency (Sheposh, 2026).

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

Where:

n = the number of items

c = average covariance between item-pairs

v = average variance

Moreover, Figure 3.4 shows the Cronbach's Alpha value of 0.70 or above is considered acceptable (Saidi & Siew, 2019). The value that is 0.80 and above indicates good reliability, and the values that are above 0.90 are considered excellent internal consistency (Saidi & Siew, 2019). However, according to (Saidi & Siew, 2019), the Cronbach's Alpha value that is below 0.70 is questionable, below 0.60 is poor, and below 0.50 is unacceptable.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.90$	Excellent
$0.80 \leq \alpha < 0.90$	Good
$0.70 \leq \alpha < 0.80$	Acceptable
$0.60 \leq \alpha < 0.70$	Questionable
$0.50 \leq \alpha < 0.60$	Poor
$\alpha < 0.50$	Unacceptable

Figure 3.4: Cronbach's Alpha

(Source: Saidi & Siew, 2019)

3.4.6 Reliability Test

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Figure 3.5: Cronbach's Alpha Test

Figure 3.5 emphasises that the 30 respondents' data that are collected from the questionnaire will be used to check the reliability of the data collected. The Cronbach's Alpha Test will also be used to check the reliability of the data.

Category of variables	N of Items	Cronbach's Alpha
Attitude	5	0.709
Subjective Norm	4	0.756
Perceived Behavioural Control	4	0.701

Table 3.1: Cronbach's Alpha of Independent Variables

The reliability of collected data will be evaluated by the Cronbach's Alpha Test. Table 3.1 shows the Cronbach's Alpha coefficient of each independent variable in the collected data. In Table 3.6, all questionnaire sections are acceptable because their Cronbach's Alpha coefficients are above .07. This shows that the data that are collected are acceptable and reliable.

3.6.3 Normality Test (Shapiro- Wilk Test)

The collected data's normality is evaluated by employing the Shapiro-Wilk test. (González-Estrada & Cosmes, 2019). This study will adopt the Shapiro-Wilk test because, according to Yazici & Yolacan (2007), the Shapiro-Wilk test consistently demonstrated high statistical power compared to various sample sizes and distribution types. The most accurate test for identifying departures from normality, especially for small to moderate sample sizes, is the Shapiro-Wilk Test. Furthermore, Steinskog et al. (2007) also emphasise that the Shapiro-Wilk test is a superior alternative to the Kolmogorov-Smirnov test because the Shapiro- Wilk test has higher power in detecting non-normality of the collected data and has greater reliability in practical application compared to the Kolmogorov-Smirnov test. Therefore, the normality of the collected data will be tested by the Shapiro- Wilk Test.

	N	Sig
1. Attitude		
House numbers with negative meanings (such number 4) influence my willingness to buy.	100	< 0.001
Well-oriented spaces (direction and layout) make a house more desirable to me.	100	< 0.001
A house facing a temple gives me a negative impression when purchasing.	100	< 0.001
Road clash (house facing a main road or T-junction) negatively affects my housing choice.	100	< 0.001
A house located in a dead-end alley reduces my interest in purchasing it.	100	< 0.001
2. Subjective Norm		
My family's beliefs influence my views on Feng Shui in housing.	100	< 0.001
My friends' opinions affect my Feng Shui considerations when buying a house.	100	< 0.001
Social media influences my awareness and belief in Feng Shui.	100	< 0.001
The neighbourhood around me expects me to avoid houses with bad Feng Shui.	100	< 0.001
3. Perceived Behavioural Control		
My budget limits my ability to choose a house with good Feng Shui.	100	< 0.001
Limited housing stock reduces my chances of finding good Feng Shui properties.	100	< 0.001
I can consider Feng Shui when purchasing a house if I manage my financial resources well.	100	< 0.001
Market constraints make it difficult to prioritise Feng Shui in housing decisions.	100	< 0.001

Table 3.2: Shapiro-Wilk Test

Table 3.2 shows that the result of the normality test of the collected data is not normal because the significance level is less than 0.05. Therefore, Spearman's correlation test will be used in this study since the collected data is not normally distributed (Schober & Schwarte, 2018).

3.5 Data Collection Method

3.5.1 Questionnaire Design

There will be two sections in the questionnaire, which include Section A, Personal Information and Section B, Factors influencing Feng Shui belief among Gen Z housing purchase intention. Section A is designed to collect the personal information from the respondents. For example, respondents' age, gender, ethnicity, monthly personal income, and housing status.

Furthermore, respondents must score how much they agree with the elements influencing their Feng Shui beliefs in relation to their intentions to purchase a property in Section B. Their attitude, subjective norm, perceived behavioural control, and purchasing intentions are among the variables. In Section B, a five-point Likert scale will be employed. The respondents were allowed to express their opinions through options like "strongly disagree," "disagree," "neutral," "agree," and "strongly agree." The independent variable and the dependent variable are the two variables that will be included in Section B. Purchase intention is a dependent variable with four questions, whereas attitude, subjective norms, and perceived behavioural control are the three independent variables. There will be five questions in the attitude, while there will be four questions in the subjective norms and perceived behavioural control.

3.5.2 Nominal Scale

The nominal scale is used to measure the variables that represent the distinct categories without inherent order (Gadrich et al., 2025). In this study, the nominal scale is used to gather the assigned outcome into different demographic categories, which include age, gender, ethnicity, and housing status. An example is shown below:

Gender:

☐ Male

☐ Female

3.5.3 Ordinal Scale

The ordinal scale is applied to the variables that involve ranked or ordered responses, for which the relative order is meaningful, but the distance between the categories is undefined (Merbitz et al., 1989). In this study, the ordinal scale will be used to gather the monthly personal income

of the respondents due to the questions implements the scale in an ascending order. An instance is shown below:

Monthly personal income:

- ☐ Below RM1,000
- ☐ RM1,001 – RM2,000
- ☐ RM2,001 – RM3,000
- ☐ RM3,001 – RM4,000
- ☐ Above RM4,001

3.5.4 Likert Scale

The Likert scale is designed to measure the continuous psychological constructs, such as attitudes, perceptions, beliefs and feelings (Ferrando et al., 2025). Ferrando et al. (2025) also emphasise that five to seven response categories will provide an optimal balance between the reliability, validity, and respondent cognitive effort. Thus, a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree, was employed in this study. The scale of this study is shown in Figure 3.6:

Likert scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Criteria	1	2	3	4	5
Independent Variable 1: Attitude toward Feng Shui-Based Housing					
a) House numbers with negative meanings (such number 4) influence my willingness to buy.					

Figure 3.6: Likert Scale used in Questionnaire

(Source: Self-developed, 2026)

3.6 Data Analysis

This study will use the statistical software application SPSS, which is the Statistical Package for the Social Sciences, to analyse the data. The data analysis will be used to provide the articles and results that address the research objectives and research questions of this study. The data analysis will involve content analysis, descriptive analysis, and inferential analysis.

3.6.1 Content analysis

The content analysis refers to the systematic examination of survey responses to identify completeness, consistency, and conformity with the intended measurement construct. This study will consult the articles or journals online to determine the factors that will influence Gen Z's purchase intention. The content analysis will emphasise the factors that will influence Gen Z purchase intention, which are the independent variables.

Furthermore, the significant variables that will be utilised in this study, such as attitude, subjective norms, and perceived behavioural control, will be identified and categorised by content analysis. Based on the relevance to the research objectives, these variables will be identified and categorised. The conceptual framework and questionnaire design for this study will be developed with the support of the data that was collected.

3.6.2 Descriptive Analysis

The descriptive analysis is used to summarise and present the characteristics of the data collected from the respondents. In this study will use the information that was collected from the Likert scale to determine the average degree of agreement and disagreement among the participants. The respondents' demographic profiles, such as age, gender, ethnicity, monthly personal income, and housing status, that collected from the questionnaire, will be analysed.

Moreover, the respondents' responses on variables that are related to Feng Shui belief and housing purchase intention, that are collected from the questionnaire, will also be analysed. The analysis will be conducted by using SPSS, and the results that are collected will be presented in the form of tables and charts for better interpretation and identification.

3.6.4 Inferential Analysis

The inferential analysis will be carried out to test the hypothesis and provide answers to the research questions. In this study, the Spearman's correlation test will be employed. This is because Spearman's rank correlation coefficient was used to examine the strength and the

direction of the relationship between the study variables (Schober & Schwarte, 2018). In this study, Spearman's correlation test will be employed to determine which are the most significant factors influencing Feng Shui belief among Gen Z housing purchase intention. The Spearman's correlation test will be used to identify the relationship between the independent variables, such as attitude, subjective norm and perceived behavioural control, and the dependent variables, such as housing purchase intention.

Grading Standards	Correlation Degree
$\rho = 0$	no correlation
$0 < \rho \leq 0.19$	very week
$0.20 \leq \rho \leq 0.39$	weak
$0.40 \leq \rho \leq 0.59$	moderate
$0.60 \leq \rho \leq 0.79$	strong
$0.80 \leq \rho \leq 1.00$	very strong
1.00	monotonic correlation

Figure 3.7: Grading table of Spearman's correlation coefficient

(Source: Yan et al., 2019)

Figure 3.7 shows the grading standard of the Spearman's correlation coefficient. The relationship between the two variables will be weak when the result of the data is less than 0.4, while the relationship between the two variables will be considered as strong when the result of the data is more than 0.6. When the result of the data is between 0.4 and 0.59, the relationship of the two variables will be considered as moderate.

3.7 Conclusion

In conclusion, this chapter has shown the research methodology adopted in this study. The quantitative research method was employed to examine the relationship between Feng Shui beliefs and Gen Z housing purchase intention. The Data were collected through a structured questionnaire distributed to 100 respondents who live in Klang Valley by using purposive sampling. This chapter also detailed the research design and data collection methods, such as the use of Likert scales in the questionnaire. Reliability and normality tests were conducted to ensure that the collected data are valid. The appropriate statistical techniques, such as descriptive analysis and Spearman's correlation, were selected in this study.

CHAPTER 4: RESULTS AND DISCUSSIONS

4.1 Introduction

The data collected through the questionnaire surveys will be presented in this chapter. The data that was collected will be arranged, processed, and tabulated using the Statistical Package for the Social Sciences (SPSS). This chapter will also provide the results of the data collection.

4.2 Descriptive Analysis

4.2.1 Respondent Demographic Profile

There is a total of 5 enquiries in Section A. These questions include age, gender, ethnicity, monthly personal income and housing status.

4.2.1.1 Age

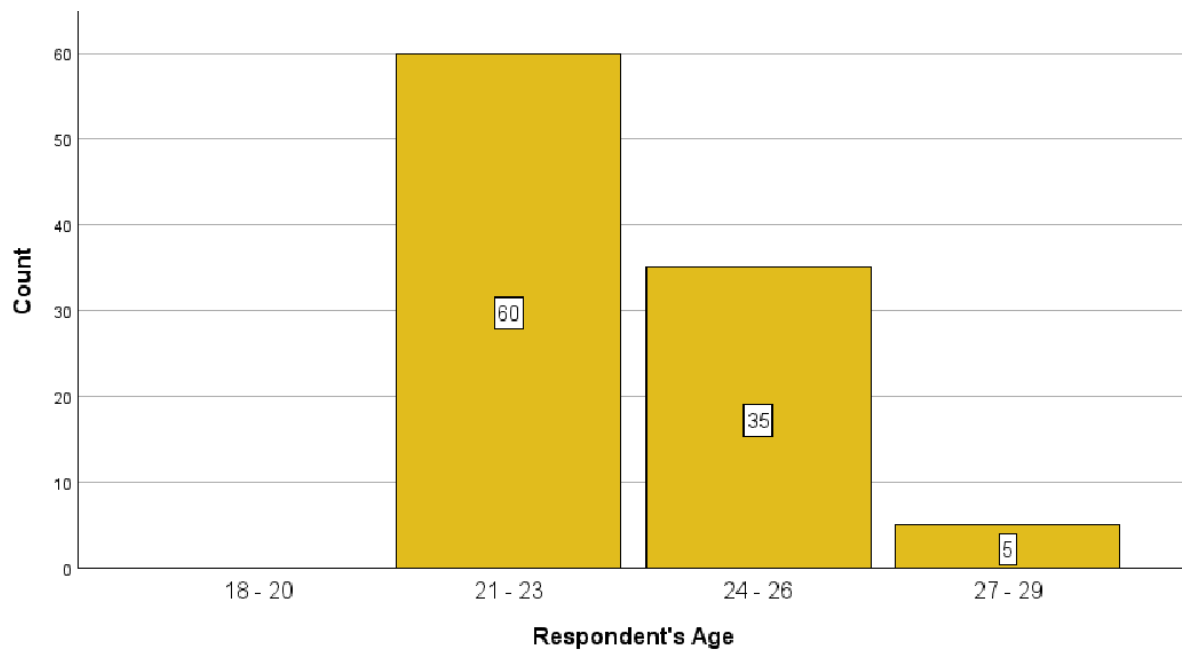


Figure 4.1: Age

(Source: Self-developed, 2026)

Figure 4.2 shows the different age groups of the respondents. In these categories, the 21 – 23-year-old age group has the maximum number of respondents, which includes 60 respondents. Followed by the 24 – 26-year-old age group, which has 35 respondents. However, there are 5 respondents who are in the 27- 29-year-old age group.

4.2.1.2 Gender

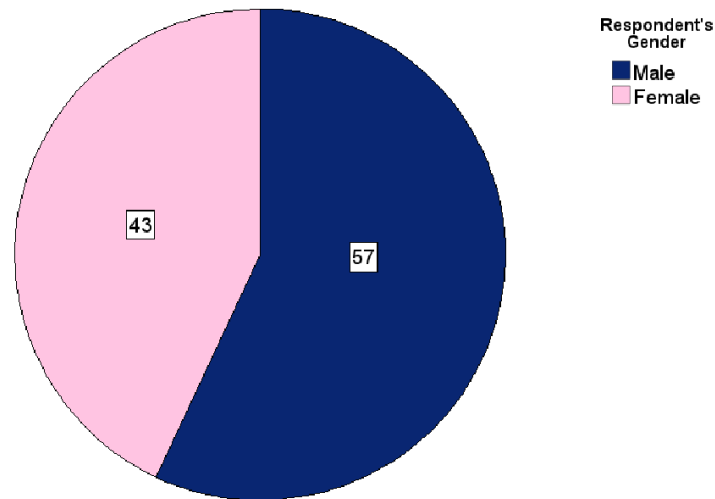


Figure 4.2: Gender

(Source: Self-developed, 2026)

Figure 4.3 states that there are 57 respondents who are male, while there are only 43 respondents who are female. Thus, most of the respondents who participate in this questionnaire are the respondents who are male.

4.2.1.3 Ethnicity

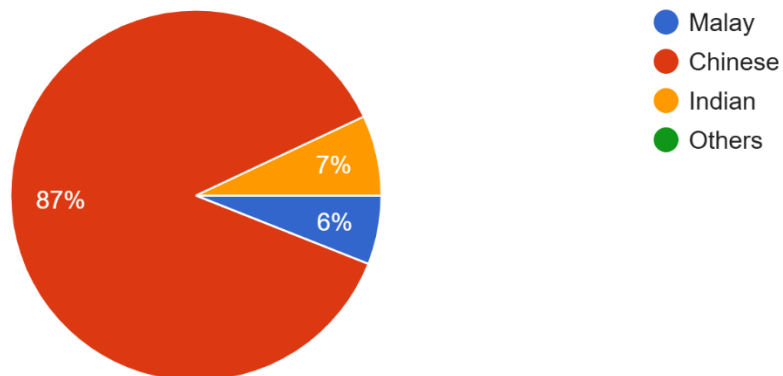


Figure 4.3: Ethnicity

(Source: Self-developed, 2026)

In Figure 4.4, the maximum number of respondents is Chinese, with 87 respondents. Followed up, the Indian respondents have 7 respondents, as shown in Figure 4.3. There are 6 respondents who are Malay.

4.2.1.4 Monthly Personal Income

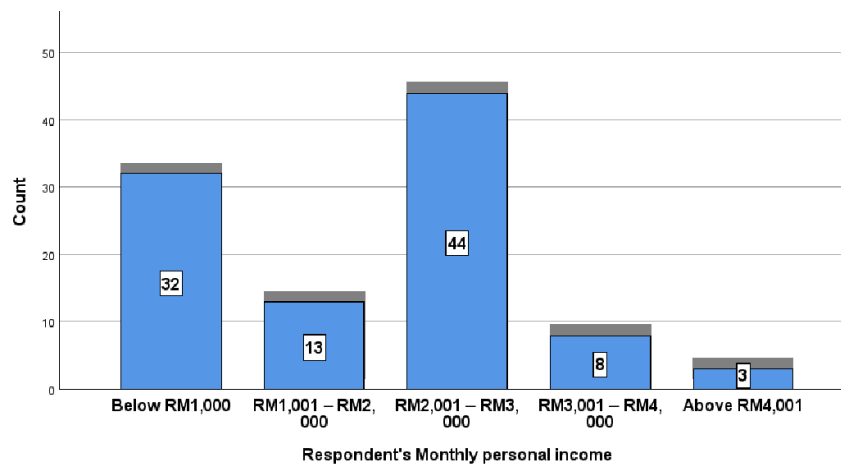


Figure 4.4: Monthly Personal Income

(Source: Self-developed, 2026)

Figure 4.5 shows that the highest number of respondents, 44, are in the monthly income range of RM2,001 to RM3,000. 32 respondents are classified as having a monthly income of less than \$1,000. As a follow-up, 13 respondents fall into the RM1,001–RM2,000 monthly income group. 3 respondents earn more than RM4,001 per month, while 8 respondents earn between RM3,001 and RM4,000.

4.2.1.5 Housing Status

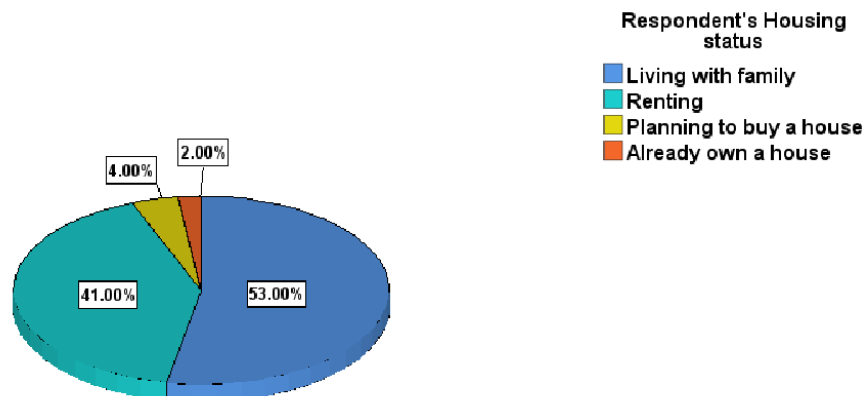


Figure 4.5: Housing Status

(Source: Self-developed, 2026)

In Figure 4.6, there are 53 respondents living with their families. However, 41 respondents' housing status is renting. There are 4 respondents planning to buy a house, while there are 2 respondents who already own a house.

4.3 Content Analysis

Feng Shui factors influencing Gen Z housing purchase intention	Authors
Attitude • Symbolic numbers • Well-oriented spaces • House facing a temple • Road Clash • Dead-end alley	Hassan et al., 2023; Shafii et al., 2020; Yap & Lum, 2020 Hassan et al., 2023; Karaman & İlikçi, 2025; Yap & Lum, 2020; Yeon-Su, 2021 Hassan et al., 2021; Hassan et al., 2023; Kuo et al., 2023 Kuo et al., 2023; Huang & Seeumpornroj, 2024; Yap & Lum, 2020 Kuo et al., 2023; Yap & Lum, 2020; Hassan et al., 2023
Subjective Norm • Family • Friend • Social Media • Neighbourhood	Shafii et al., 2020; Saut & Saing, 2021; Kahawandala & Peter, 2020 Kuo et al., 2023; Kahawandala & Peter, 2020; Candra Rini, 2023 Maric et al., 2025; Kahawandala & Peter, 2020; K S & Massand, 2025 Kuo et al., 2023; Annabella & Herdinata, 2024
Perceived Behavioural Control • Budget Limits • Housing Stock • Financial Resources • Market Constraints	Karaman & İlikçi, 2025; Kuo et al., 2023 Shafii et al., 2020; Baratta & Magli, 2025 Ilyas & Djawahir, 2021; Güngör Göksu et al., 2025 Shafii et al., 2020; Kuo et al., 2023

Table 4.1: Content Analysis

This content analysis is used to identify the factors that will influence Gen Z housing purchase intention. In Table 4.1, the content analysis will be conducted by 17 different authors, including Hassan et al. (2023), Shafii et al. (2020), Yap & Lum (2020), Karaman & İlikçi (2025), Yeon-Su (2021), Hassan et al. (2021), Kuo et al. (2023), Huang & Seeumpornroj (2024), Saut & Saing (2021), Kahawandala & Peter (2020), Candra Rini (2023), Maric et al. (2025), K S & Massand (2025), Annabella & Herdinata (2024), Baratta & Magli (2025), Ilyas & Djawahir

(2021), and Güngör Göksu et al., 2025. These factors are the independent variables of this study, which are attitude, subjective norm, and perceived behavioural control.

Furthermore, Hassan et al. (2023) emphasise that the symbolic numbers that are in the house number will influence the housing purchase intention, such as the number 4 and the number 8. Hassan et al. (2023) also show that the Chinese respondents are more sensitive to the symbolic number, while the Malay respondents are least influenced. Shafii et al. (2020) have shown that the developer will replace the number 4 with 3A in the house number and the building floors. Yap & Lum (2020) also stated that house numbers are one of the Feng Shui elements that will influence housing intention.

Moreover, Hassan et al. (2023), Yap & Lum (2020), Karaman & İlikçi (2025), and Yeon-Su (2021) also stated that the orientation of the house is one of the factors that will influence the housing purchase intention. Hassan et al. (2023) showed that the Chinese respondents are the most influenced compared to other ethnicities. Yap & Lum (2020) emphasises that the respondents are more preferred to the houses that face south or north-south. Karaman & İlikçi (2025) stated that the designs that are based on Feng Shui will increase the positive space experience and will also increase the favourable attitudes to the orientation of the house.

Besides that, Hassan et al. (2021), Hassan et al. (2023), and Kuo et al. (2023) show that the properties that are facing the temple will influence the housing purchase intention. Hassan et al. (2021) and Hassan et al. (2023) stated that the houses that face the temple or cemeteries will have negative energy, which will influence the purchase intention of the purchasers. Kuo et al. (2023) emphasise that the properties that face the temple will have a lower price compared to other properties.

Additionally, Kuo et al. (2023), Huang & Seeumpornroj (2024), and Yap & Lum (2020) emphasise that the houses that are located on the road clash will influence the housing purchase intention. Kuo et al. (2023) show that road clash is one of the factors that will reduce the property's price compared to other properties. Huang & Seeumpornroj (2024) highlighted that the property located at a road clash will be categorised as Sha Chi, which will decrease the purchaser's purchase intention. Yap & Lum (2020) also emphasise that the road clash is one of the most influential Feng Shui factors that will influence the purchaser's purchase intention and the property value.

In addition, Kuo et al. (2023), Yap & Lum (2020), and Hassan et al. (2023) highlighted that the houses that are located at the dead-end alley are also one of the factors that will influence the

housing purchase intention. Kuo et al. (2023) show that some of the purchasers will purchase properties that are located at the dead-end alley because of the privacy and quiet. Yap & Lum (2020) show that some of the purchasers believe that the properties that are located at the dead-end alley are perceived as unfavourable. Hassan et al. (2023) stated that some of the purchasers will purchase properties that are located at a dead-end alley due to the differences in ethnicity and superstition.

Next, Shafii et al. (2020), Saut & Saing (2021), and Kahawandala & Peter (2020) stated that family is one of the subjective norm factors that will influence housing purchase intention. Shafii et al. (2020) highlighted that some purchasers will often follow their parents' Feng Shui requirements when they are purchasing properties. Saut & Saing (2021), and Kahawandala & Peter (2020) show that family members often play as an advisor when they are facing problems and need to make decisions.

Furthermore, Kuo et al. (2023), Kahawandala & Peter (2020), and Candra Rini (2023) emphasise that friends are one of the factors that will influence the housing purchase intention. In Kup et al. (2023), the purchasers' decision will be influenced by their friends when they are purchasing properties. Kahawandala & Peter (2020), and Candra Rini (2023) highlighted that Gen Z have a high collaborative decision-making style, which causes them to often seek reassurance from their friends when they are making decisions.

Moreover, Maric et al. (2025), Kahawandala & Peter (2020), and K S & Massand (2025) stated that social media is one of the factors that will influence the purchasers' housing purchase intention. Maric et al. (2025) highlighted that Gen Z will be more trusted on the information that is provided on social media platforms. In Kahawandala & Peter (2020), and K S & Massand (2025), Gen Z rely heavily on social media platforms to get information.

Additionally, Kuo et al. (2023) and Annabella & Herdinata (2024) highlighted that neighbourhood is also one of the factors that will influence the housing purchase intention. Kuo et al. (2023) stated that the purchasers' purchase intention will be influenced by the surroundings because the surroundings of the property will influence the property's price. In Annabella & Herdinata (2024), the purchaser will consider their neighbourhood reputation when they are making decisions.

Besides that, Karaman & İlikçi (2025) and Kuo et al. (2023) have stated that budget limits is one of the factors that will influence the purchase intention of the purchasers. Karaman & İlikçi. (2025) shows that it will improve the perceived behavioural control of the purchasers when the

Feng Shui design of the properties is low-cost and high-control measures. Kuo et al. (2023) also emphasise that the purchasers will purchase the properties that have negative Feng Shui because the prices are affordable and within budget limits.

Shafii et al. (2020) and Baratta & Magli (2025) show that one of the factors that will influence the housing purchase intention includes the limited housing stock. Shafii et al. (2020) suggest that the developers think it is hard to provide every unit of the properties with an individual Feng Shui design, which causes there will be limited housing stocks for the purchasers. Baratta & Magli (2025) also emphasise that only some of the properties were constructed based on the Feng Shui factors due to the environmental constraints, which causes a limited housing stock that follows the Feng Shui factors.

Ilyas & Djawahir (2021) and Güngör Göksu et al. (2025) emphasise that financial resources are one of the factors that will influence the housing purchase intention. Ilyas & Djawahir (2021) show that Gen Z purchasers who manage their financial resources will increase their intention to invest in their future well-being. Güngör Göksu et al. (2025) also stated that although Gen Z are digitally literate, they lack financial planning, which causes them to have more psychologically challenging on purchasing high-end consumption.

Shafii et al. (2020) and Kuo et al. (2023) also suggest that market constraints are one of the factors that influence the housing purchase intention. According to Shafii et al. (2020), the developers will consider multi-ethnic markets, which causes they think Feng Shui factors are not necessary when they are constructing properties. Kuo et al. (2023) also stated that the properties that have negative Feng Shui factors will have a lower property price compared to other properties. This causes some of the developers to avoid or reduce the development of Feng Shui-based properties.

4.4 Inferential Analysis

4.4.1 Spearman's Correlation Test

Spearman's Rank Correlation Coefficient	Housing Purchase Intention (DV)		
	N	Sig. (2-tailed)	Correlation Coefficient
Mean of Attitude (IDV1)	100	< 0.001	0.473
Mean of Subjective Norm (IDV2)	100	< 0.001	0.476
Mean of Perceived Behavioural Control (IDV3)	100	< 0.001	0.456
Attitude			
(IDV1_Attitude1) House numbers with negative meanings (such number 4) influence my willingness to buy.	100	< 0.001	0.435
(IDV1_Attitude2) Well-oriented spaces (direction and layout) make a house more desirable to me.	100	0.009	0.259
(IDV1_Attitude3) A house facing a temple gives me a negative impression when purchasing.	100	0.007	0.266
(IDV1_Attitude4) Road clash (house facing a main road or T-junction) negatively affects my housing choice.	100	0.001	0.320
(IDV1_Attitude5) A house located in a dead-end alley reduces my interest in purchasing it.	100	0.004	0.287
Subjective Norm			
(IDV2_SN1) My family's beliefs influence my views on Feng Shui in housing.	100	0.001	0.318
(IDV2_SN2) My friends' opinions affect my Feng Shui considerations when buying a house.	100	< 0.001	0.338
(IDV2_SN3) Social media influences my awareness and belief in Feng Shui.	100	< 0.001	0.445
(IDV2_SN4) The neighbourhood around me expects me to avoid houses with bad Feng Shui.	100	< 0.001	0.328
Perceived Behavioural Control			
(IDV3_PBC1) My budget limits my ability to choose a house with good Feng Shui.	100	0.007	0.269
(IDV3_PBC2) Limited housing stock reduces my chances of finding good Feng Shui properties.	100	0.001	0.322
(IDV3_PBC3) I can consider Feng Shui when purchasing a house if I manage my financial resources well.	100	< 0.001	0.325
(IDV3_PBC4) Market constraints make it difficult to prioritise Feng Shui in housing decisions.	100	< 0.001	0.338

Table 4.2: Spearman's Correlation

4.4.1.1 Attitude

Table 4.2 stated that the relationship between “House numbers with negative meanings (such as number 4) influences my willingness to buy.” (IDV1_Attitude1), and the housing purchase intention (DV) is 0.435, and the significance level is < 0.001 . This emphasises that a moderate relationship and a positive correlation between the IDV1_Attitude1 and the DV. This shows that the symbolic numbers that are related to Feng Shui have an important role in Gen Z’s decisions.

Besides that, the relationship and significance level between “A house facing a temple gives me a negative impression when purchasing.” (IDV1_Attitude3), and the housing purchase intention (DV) is 0.266 and 0.007. This emphasises that there is a weak relationship between IDV1_Attitude3 and the DV. Additionally, 0.320 and 0.001 are the relationship and the significance level between the “Road clash (house facing a main road or T-junction) negatively affects my housing choice.” (IDV1_Attitude4) and the housing purchase intention (DV). This stated that IDV1_Attitude4 and DV have a weak relationship.

Moreover, the relationship between “Road clash (house facing a main road or T-junction) negatively affects my housing choice.” (IDV1_Attitude5), and the housing purchase intention (DV) is 0.287, and the significance level is 0.004. This shows that IDV1_Attitude5 and DV have a weak relationship. However, the relationship and significance level between “Well-oriented spaces (direction and layout) make a house more desirable to me.” (IDV1_Attitude2), and the housing purchase intention (DV) is 0.259 and 0.009. This shows that IDV1_Attitude2 have the weakest relationship with the DV. This indicates that the layout of the properties has less influence compared to the symbolic beliefs.

4.4.1.2 Subjective Norm

Table 4.2 indicates that the relationship between “Social media influences my awareness and belief in Feng Shui.” (IDV2_SN3), and the housing purchase intention (DV) is 0.445, and the significance level is < 0.001 . This shows that a moderate relationship and a positive correlation between the IDV2_SN3 and the DV. This shows that social media has the strongest relationship with DV compared to other Subjective Norms’ factors. This also highlights that the digital platforms play an important role in shaping Gen Z’s beliefs in Feng Shui.

Furthermore, the relationship and significance level between “My friends’ opinions affect my Feng Shui considerations when buying a house.” (IDV2_SN2), and the housing purchase intention (DV) is 0.338 and < 0.001 . This shows that there is a weak relationship between

IDV2_SN2 and the DV. Next, 0.328 and < 0.001 are the relationship and the significance level between “The neighbourhood around me expects me to avoid houses with bad Feng Shui.” (IDV2_SN4) and the housing purchase intention (DV). This states that IDV2_SN4 and DV have a weak relationship.

However, the relationship and significance level between “My family’s beliefs influence my views on Feng Shui in housing” (IDV2_SN1) and the housing purchase intention (DV) is 0.318 and 0.001. This shows that IDV2_SN1 have the weakest relationship with the DV. This indicates that the Gen Z family's view has less influence compared to other factors, such as friends’ opinions and neighbourhood expectations.

4.4.1.3 Perceived Behavioural Control

Table 4.2 emphasises that the relationship and significance level between “Market constraints make it difficult to prioritise Feng Shui in housing decisions.” (IDV3_PBC4), and the housing purchase intention (DV) is 0.338 and < 0.001 . This emphasises that there is a weak relationship between IDV3_PBC4 and the DV. Additionally, 0.325 and < 0.001 are the relationship and the significance level between the “I can consider Feng Shui when purchasing a house if I manage my financial resources well.” (IDV3_PBC3) and the housing purchase intention (DV). This shows that IDV3_PBC3 and DV have a weak relationship.

Additionally, the relationship between “Limited housing stock reduces my chances of finding good Feng Shui properties.” (IDV3_PBC2), and the housing purchase intention (DV) is 0.322, and the significance level is 0.001. This shows that IDV3_PBC2 and DV have a weak relationship. However, the relationship and significance level between “My budget limits my ability to choose a house with good Feng Shui.” (IDV3_PBC1), and the housing purchase intention (DV) is 0.269 and 0.007. This shows that IDV3_PBC1 have the weakest relationship with the DV. This emphasises that the financial limitations have less influence compared to the market constraints.

4.4.1.4 Overall Independent Variables

According to Table 4.2, there is a 0.473 correlation with a significance level of less than 0.001 between the overall attitude (IDV1) and the housing purchase intention (DV). This indicates that the IDV1 and the DV have a moderate relationship and a positive correlation. The overall subjective norm (IDV2) and housing purchase intention (DV) had a relationship and significance level of 0.476 and less than 0.001. This highlights the positive correlation and moderate relationship between the IDV2 and the DV. However, the correlation and significance

level between the Perceived Behavioural Control (IDV3) and the housing purchase intention (DV) are 0.456 and < 0.001 . This suggests that the IDV3 and the DV have a moderate relationship and a positive correlation.

Overall, the Subjective Norms (IDV2) have the strongest relationship with the housing purchase intention (DV) among the other variables. The variables followed closely by Attitude and Perceived Behavioural Control. This suggests that the social influence has a more important role in influencing the housing purchase intention compared to individual perception and control factors.

4.4.2 Spearman's Correlation Rank

Rank No.	Spearman's Rank Correlation Coefficient	Housing Purchase Intention (DV)		
		N	Sig. (2-tailed)	Correlation Coefficient
1	Mean of Subjective Norm (IDV2) (IDV2_SN3) Social media influences my awareness and belief in Feng Shui.	100	< 0.001	0.476
		100	< 0.001	0.445
2	Mean of Attitude (IDV1) (IDV1_Attitude1) House numbers with negative meanings (such number 4) influence my willingness to buy.	100	< 0.001	0.473
		100	< 0.001	0.435
3	Mean of Perceived Behavioural Control (IDV3) (IDV3_PBC4) Market constraints make it difficult to prioritise Feng Shui in housing decisions.	100	< 0.001	0.456
		100	< 0.001	0.338
4	(IDV2_SN2) My friends' opinions affect my Feng Shui considerations when buying a house.	100	< 0.001	0.338
5	(IDV2_SN4) The neighbourhood around me expects me to avoid houses with bad Feng Shui.	100	< 0.001	0.328
6	(IDV3_PBC3) I can consider Feng Shui when purchasing a house if I manage my financial resources well.	100	< 0.001	0.325
7	(IDV3_PBC2) Limited housing stock reduces my chances of finding good Feng Shui properties.	100	0.001	0.322
8	(IDV1_Attitude4) Road clash (house facing a main road or T-junction) negatively affects my housing choice.	100	0.001	0.320
9	(IDV2_SN1) My family's beliefs influence my views on Feng Shui in housing.	100	0.001	0.318
10	(IDV1_Attitude5) A house located in a dead-end alley reduces my interest in purchasing it.	100	0.004	0.287
11	(IDV3_PBC1) My budget limits my ability to choose a house with good Feng Shui.	100	0.007	0.269
12	(IDV1_Attitude3) A house facing a temple gives me a negative impression when purchasing.	100	0.007	0.266
13	(IDV1_Attitude2) Well-oriented spaces (direction and layout) make a house more desirable to me.	100	0.009	0.259

Table 4.3: Spearman's Correlation Rank

In Table 4.3, the ranking of the Spearman's Correlation Test is stated. Table 4.8 shows that the Subjective Norm (IDV2) and the social media (IDV2_SN3) have the highest ranking in the Spearman's correlation test. Following up is the Attitude (IDV1) and the symbolic number (IDV1_Attitude1). The third-highest ranking in the Spearman's correlation test is the Perceived Behavioural Control (IDV3) and the market constraint (IDV3_PBC4). The following ranks include the friends' opinions (IDV2_SN2), neighbourhood (IDV2_SN4), financial resources (IDV3_PBC3), limited housing stock (IDV3_PBC2), road clash (IDV1_Attitude4), family's beliefs (IDV2_SN1), dead-end alley (IDV1_Attitude5), budget limits (IDV3_PBC1), and house facing a temple (IDV1_Attitude3). However, the houses with well-oriented spaces (IDV1_Attitude2) have the lowest rank in the Spearman's correlation test.

4.5 Conclusion

Overall, this chapter showed and analysed the findings obtained from the questionnaire survey. The descriptive analysis provided insights into the demographic profile and general response method of the respondents. Spearman's correlation, which is in the inferential analysis, revealed that attitude, subjective norm, and perceived behavioural control have significant relationships with housing purchase intention among Gen Z. In these factors, subjective norm, especially social media, was the most significant factor that will influence Gen Z housing purchase intention. These findings highlight the importance of social media in shaping Gen Z's perception and decision-making in relation to Feng Shui and housing choices.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

The major findings of this study are discussed in this chapter. The research implications for Gen Z purchasers, real estate developers, and property agents will also be covered in this chapter. This chapter will also cover the study's limitations and recommendations.

5.2 Discussion of Major Findings

The purpose of this study was to identify the factors that affect Gen Z's intention to purchase a property based on Feng Shui beliefs.

Objectives 1: To identify factors influencing the Feng Shui belief among Gen Z housing purchase intention.

This study's primary objective is to identify the variables that affect Gen Z's Feng Shui beliefs and housing purchase intention. The literature review and content analysis achieved the first objective. Attitudes, subjective norms, and perceived behavioural control are the variables that affect Gen Z. The factors that are categorised in the attitude are symbolic numbers, well-oriented spaces, a house facing a temple, a road clash, and a dead-end alley. Additionally, the factors that are categorised in the subjective norms include family, friends, social media, and neighbourhood. Lastly, the factors that categorise in the perceived behavioural control include budget limits, housing stock, financial resources, and market constraints.

Objectives 2: To analyse the most significant factors influencing the Feng Shui belief among Gen Z housing purchase intention.

This study's second objective is to examine the significant factors affecting Feng Shui belief among Gen Z housing purchase intention. According to the results of Chapter 4's inferential analysis, Gen Z's housing purchase intention is positively and statistically significantly correlated with attitude, subjective norm, and perceived behavioural control. The three independent variables, attitude, subjective norm, and perceived behavioural control, have a moderate relationship with Gen Z's housing purchase intention, according to the correlation finding from Chapter 4 inferential analysis. This shows that these factors were meaningfully influencing Gen Z's decision-making when they are purchasing a house.

Moreover, the findings highlight that the subjective norm is the most influential factor compared to other factors, and social media is the strongest contributor compared to other factors. Among all factors tested in Chapter 4, social media has the highest correlation with the housing purchase intention. Ninan et al. (2020) also have emphasised that social media is the most significant factor that influences the Gen Z purchase intention. Ninan et al. (2020) conclude that social media marketing has a strong and positive impact on Gen Z's purchase intention. This suggests that Gen Z is highly influenced by online platforms when they are purchasing properties or other items.

Besides that, Gen Z is highly associated with social media because social media has deeply integrated into their communication ways, to form trust, seek validation, and make important life decisions. According to Reinikainen et al. (2020), Gen Z are digital natives who grew up with constant access to the internet and social media platforms. This causes social media to be not only seen as a communication tool, but it is also seen as an integral part of everyday life. Gen Z also demonstrated higher levels of trust in information that was shared on social media (Reinikainen et al., 2020). This shows that Gen Z has a strong reliance on social media, which is caused by their expectation that social media functions as a dialogic space where their voices or opinions can be acknowledged.

Additionally, Gen Z relies heavily on social media for information search, peer comparison and validation, particularly when they are making significant decisions (Bishop et al., 2022). Gen Z give more consider on peer perception, online feedback, and social visibility compared to previous generations, such as Millennials. This causes social media to become a main platform that Gen Z evaluates opportunities and observes others' choices. This reliance reinforces Gen Z to continue to use social media because the social media platforms serve as information hubs and social reference points.

Next, one of the reasons that Gen Z is highly associated with social media is that Gen Z experiences a pronounced "Fear of Missing Out" (FOMO), which causes Gen Z to frequently use social media to stay updated with trends, products, and peer activities (Sayyed & Gupta, 2020). The social media platforms allow Gen Z to maintain their sense of belonging and relevance, which is important to Gen Z to value identity expression and peer acceptance. Sayyed & Gupta (2020) also emphasise that Gen Z also thinks that the information provided by influencers and peer interactions is more authentic than traditional advertising, which causes Gen Z to become more reliant on social media for guidance and reassurance. This states that

social media not only provides convenience to Gen Z, but it also provides emotional connection and social affirmation to Gen Z.

In conclusion, social media has deeply integrated into Gen Z's social and cognitive processes. Gen Z actively use social media to construct identity, evaluate credibility, and navigate choices, which causes the reason that Gen Z is more strongly associated with social media.

5.3 Summary of Hypothesis and Result

5.3.1 Relationship between Attitude and Housing Purchase Intention

H0: There is no significant relationship between attitude toward Feng Shui-based housing and housing purchase intention among Malaysian Gen Z.

H1: There is a significant relationship between attitude toward Feng Shui-based housing and housing purchase intention among Malaysian Gen Z.

With a result of 0.473 and a significance level of less than 0.001, Spearman's correlation analysis indicates a significant positive relationship between attitude and housing purchase intention. The alternative hypothesis (H1) is accepted while the null hypothesis (H0) is rejected since the level of significance is less than 0.05. This suggests that among Malaysian Gen Z, attitude significantly affects the housing purchase intention.

5.3.2 Relationship between Subjective Norm and Housing Purchase Intention

H0: There is no significant relationship between subjective norm and housing purchase intention among Malaysian Gen Z.

H1: There is a significant relationship between subjective norm and housing purchase intention among Malaysian Gen Z.

The findings show that subjective norm has a significant positive relationship with housing purchase intention, due to the result of Spearman's correlation analysis, which is 0.476, and the significance level is < 0.001 . The null hypothesis (H0) is rejected because the significance level of subjective norm is < 0.05 . Thus, the subjective norm has significantly influenced housing purchase intention among Malaysian Gen Z since the H1 is accepted.

5.3.3 Relationship between Perceived Behavioural Control and Housing Purchase Intention

H0: There is no significant relationship between perceived behavioural control and housing purchase intention among Malaysian Gen Z.

H1: There is a significant relationship between perceived behavioural control and housing purchase intention among Malaysian Gen Z.

Since the result is 0.456 and the level of significance is less than 0.001, the findings show a significant positive relationship between perceived behavioural control and the intention to purchase a property. Since the level of significance is less than 0.05, the null hypothesis (H0) will be rejected. Thus, H1 is accepted, demonstrating that Malaysian Gen Z's intention to purchase property is significantly affected by perceived behavioural control.

5.3 Research Implications

This study can provide a contribution to the real estate developer, property agents, and Gen Z purchasers. This is because this research has stated that subjective norm, particularly social media, is the most influential factor that will influence Gen Z's housing purchase intention. This study provides contributions to the real estate developers because the findings suggest that property development strategies should not only focus on physical design, but also need to consider the social influences and the digital presence. The real estate developers are encouraged to actively utilise digital platforms, such as Facebook, Instagram, and others, to promote properties that incorporate Feng Shui elements that align with Gen Z preferences, as social media has been identified as the most significant factor in this study. The developers can also consider integrating favourable Feng Shui elements, such as appropriate property orientation, to enhance market attractiveness.

In addition, this study can also make contributions to the property agents. The property agents need to adopt more strategic marketing approaches through social media channels when they are promoting the properties to the Gen Z purchasers. The property agents should leverage platforms such as Instagram, TikTok, and other social media to showcase properties that highlight modern living features and Feng Shui compatibility, since Gen Z is highly influenced by online content.

Moreover, this study can also provide contributions to Gen Z purchasers. This is because this study provides a greater awareness of how their housing decisions are influenced by both

traditional beliefs and modern digital exposure. These findings encourage Gen Z purchasers to make more informed decisions by balancing Feng Shui considerations with practical factors, such as affordability and housing availability, when they are purchasing properties.

Overall, this study highlights that housing purchase intention among Gen Z is not only influenced by their beliefs, but it is also increasingly driven by social and digital influences. Therefore, this study should be considered by the industry practitioners and future researchers.

5.4 Research Limitations

There are a few limitations that can be identified in this study. One of the limitations of this study includes the limits of the sample size and the target population. This could limit the findings' ability to be applied generally. This is due to the fact that, even though the sample size was adequate for statistical analysis, more robust and reliable findings might be obtained from a bigger sample. Furthermore, only Gen Z respondents were included in this survey. This means that other age groups, such as Baby Boomers, Millennials, and Generation Alpha, might not be able to apply the results. This is because the other age groups may hold different perceptions and beliefs that regard to Feng Shui in housing purchase decisions.

Additionally, another restriction of this study is the use of a quantitative research methodology. This is due to the fact that this study employs quantitative research methods by gathering data from respondents using structured questionnaires. This approach restricted the depth of understanding regarding respondents' personal beliefs and motivations, although it enabled statistical analysis of relationships between independent variables and dependent variables.. This will cause the quantitative data to not fully capture the underlying reasons behind Feng Shui preferences among Gen Z.

5.5 Research Recommendations

The recommendations of this study should be carried out to address the limitations that are stated above. First of all, one of the recommendations for future studies is expanding the sample size and the demographic scope. This is because the increase in the number of respondents would allow for more robust statistical analysis and improve the representativeness of the results. The future studies can expand the sample size to 400 respondents to ensure the collected data are more accurate and robust. Next, future studies could include more respondents from different age groups, such as Baby Boomers, Millennials and Generation Alpha, to enable comparative analysis across the generations. This could help to determine whether the Feng

Shui belief will have a different influence on housing purchase intention due to the age, life stage, or cultural exposure.

In addition, the adoption of mixed-method approaches, such as quantitative research and qualitative research, is also one of the recommendations of this study. This is because the use of qualitative research, such as interviews, would allow the researchers to explore in greater depth respondents' personal experiences, cultural values, and emotional motivations that regard to Feng Shui. Thus, future studies can have a more comprehensive understanding of the role of Feng Shui belief in housing purchase intention by integrating the quantitative research approach and the qualitative research approach.

5.6 Conclusion

In conclusion, this study has successfully examined the factors influencing Feng Shui beliefs on Gen Z housing purchase intention in Klang Valley. The findings determined that attitude, subjective norm, and perceived behavioural control significantly influence purchase intention. Among these factors, subjective norm is the most significant factor that will influence Gen Z housing purchase intention. This indicates that social media plays a crucial role in shaping Gen Z's housing decisions.

This study contributes to bridging the knowledge gap by providing empirical evidence on the relevance of Feng Shui in modern housing decisions among Gen Z. The findings provide practical implications for real estate developers and property agents to incorporate culturally relevant elements and digital marketing strategies to better align with Gen Z preferences. Although this study contributes to developers and property agents, the study is limited by its sample size and the use of a quantitative research method only. This suggests that future research could expand to a larger population and explore additional variables for deeper insights by using mixed method approaches.

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APPENDICES

Appendix 1: Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF BUILDING AND PROPERTY MANAGEMENT (HONOURS)

Draft Questionnaire Survey

Prepared by,

Name : Tan Zhi Xuan

Student ID : 2301884

Research Title : The Impact of Feng Shui on Property Choices among Malaysian Gen Z

Endorsement by Supervisor,

Name : Dr Nurhayati Binti Md Khair Signature

:

Date :

Dear Respondents,

I am Tan Zhi Xuan, a final year student pursuing Bachelor's Degree of Building and Property Management (Hons) in Universiti Tunku Abdul Rahman (UTAR). I am currently conducting a research project with the topic of " The Impact of Feng Shui on Property Choices among Malaysian Gen Z".

You are invited to participate in this research by filling up this questionnaire. This survey aims to investigate the cause and impact of a abandoned residential project in Klang Valley.

This questionnaire will take approximately 10minutes to complete it. It includes two sections.

Your cooperation and honest response are highly appreciated for the success of my research.

Your response will be kept confidential, and we will only share the compiled information from the many questionnaires we collected.

If you have any doubts about this survey, kindly contact me at zhixuant0123@utar.my or 010229 2862.

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion.

Among others it includes:

- a) Name
- b) Identity card
- c) Place of Birth
- d) Address
- e) Education History
- f) Employment History
- g) Medical History
- h) Blood type
- i) Race
- j) Religion
- k) Photo
- l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

- a) For assessment of any application to UTAR
- b) For processing any benefits and services
- c) For communication purposes
- d) For advertorial and news
- e) For general administration and record purposes
- f) For enhancing the value of education

- g) For educational and related purposes consequential to UTAR
- h) For replying any responds to complaints and enquiries
- i) For the purpose of our corporate governance
- j) For the purposes of conducting research / collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at: zhixuant0123@utar.my Acknowledgment of Notice : I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

☐ Yes - proceed to the questionnaire.

☐ No - thank you for your time.

Section A: Personal Information

1. Age

☐ 18 – 20

☐ 21 – 23

☐ 24 – 26

☐ 27 – 29

2. Gender ☐ Male

☐ Female

3. Ethnicity ☐ Malay

☐ Chinese

☐ Indian

☐ Others

4. Monthly personal income

☐ Below RM1,000

☐ RM1,001 – RM2,000

☐ RM2,001 – RM3,000

☐ RM3,001 – RM4,000

☐ Above RM4,001

5. Housing status

- ☐ Living with family
- ☐ Renting
- ☐ Planning to buy a house
- ☐ Already own a house

Section B: Factors influencing Feng Shui belief among Gen Z housing purchase

intention Likert scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Criteria	1	2	3	4	5
Independent Variable 1: Attitude toward Feng Shui-Based Housing					
a) House numbers with negative meanings (such number 4) influence my willingness to buy.					
b) Well-oriented spaces (direction and layout) make a house more desirable to me.					
c) A house facing a temple gives me a negative impression when purchasing.					
d) Road clash (house facing a main road or T-junction) negatively affects my housing choice.					
e) A house located in a dead-end alley reduces my interest in purchasing it.					

Independent Variable 2: Subjective Norm	1	2	3	4	5
a) My family's beliefs influence my views on Feng Shui in housing.					
b) My friends' opinions affect my Feng Shui considerations when buying a house.					
c) Social media influences my awareness and belief in Feng Shui.					
d) The neighbourhood around me expects me to avoid houses with bad Feng Shui.					

Independent Variable 3: Perceived Behavioural Control	1	2	3	4	5
a) My budget limits my ability to choose a house with good Feng Shui.					
b) Limited housing stock reduces my chances of finding good Feng Shui properties.					
c) I can consider Feng Shui when purchasing a house if I manage my financial resources well.					
d) Market constraints make it difficult to prioritise Feng Shui in housing decisions.					

Dependent Variable: Housing Purchase Intention	1	2	3	4	5
a) I intend to consider Feng Shui when purchasing a house in the future.					
b) Feng Shui will influence my final housing purchase decision.					
c) I am willing to prioritise Feng Shui when purchasing a house if conditions allow.					
d) I would avoid buying a house with poor Feng Shui features.					

Appendix 2: SPSS Raw Data

ID	Age	Gender	Ethnicity	Monthly_Housing	SDV1_A	SDV1_Att1	SDV1_Att1	SDV1_Att1	SDV1_Att1	SDV2_SNV1	SDV2_SNV2	SDV2_SNV3	SDV2_SNV4	SDV3_PBC1	SDV3_PBC2	SDV3_PBC3	SDV3_PBC4	SDV3_PBC5	SDV3_PBC6	SDV3_PBC7	SDV3_PBC8	SDV3_PBC9	SDV3_PBC10	SDV3_PBC11	SDV3_PBC12	SDV3_PBC13	SDV3_PBC14	SDV3_PBC15	SDV3_PBC16	SDV3_PBC17	SDV3_PBC18	SDV3_PBC19	SDV3_PBC20	SDV3_PBC21	SDV3_PBC22	SDV3_PBC23	SDV3_PBC24	SDV3_PBC25	SDV3_PBC26	SDV3_PBC27	SDV3_PBC28	SDV3_PBC29	SDV3_PBC30	SDV3_PBC31	SDV3_PBC32	SDV3_PBC33	SDV3_PBC34	SDV3_PBC35	SDV3_PBC36	SDV3_PBC37	SDV3_PBC38	SDV3_PBC39	SDV3_PBC40	SDV3_PBC41	SDV3_PBC42	SDV3_PBC43	SDV3_PBC44	SDV3_PBC45	SDV3_PBC46	SDV3_PBC47	SDV3_PBC48	SDV3_PBC49	SDV3_PBC50	SDV3_PBC51	SDV3_PBC52	SDV3_PBC53	SDV3_PBC54	SDV3_PBC55	SDV3_PBC56	SDV3_PBC57	SDV3_PBC58	SDV3_PBC59	SDV3_PBC60	SDV3_PBC61	SDV3_PBC62	SDV3_PBC63	SDV3_PBC64	SDV3_PBC65	SDV3_PBC66	SDV3_PBC67	SDV3_PBC68	SDV3_PBC69	SDV3_PBC70	SDV3_PBC71	SDV3_PBC72	SDV3_PBC73	SDV3_PBC74	SDV3_PBC75	SDV3_PBC76	SDV3_PBC77	SDV3_PBC78	SDV3_PBC79	SDV3_PBC80	SDV3_PBC81	SDV3_PBC82	SDV3_PBC83	SDV3_PBC84	SDV3_PBC85	SDV3_PBC86	SDV3_PBC87	SDV3_PBC88	SDV3_PBC89	SDV3_PBC90	SDV3_PBC91	SDV3_PBC92	SDV3_PBC93	SDV3_PBC94	SDV3_PBC95	SDV3_PBC96	SDV3_PBC97	SDV3_PBC98	SDV3_PBC99	SDV3_PBC100	SDV3_PBC101	SDV3_PBC102	SDV3_PBC103	SDV3_PBC104	SDV3_PBC105	SDV3_PBC106	SDV3_PBC107	SDV3_PBC108	SDV3_PBC109	SDV3_PBC110	SDV3_PBC111	SDV3_PBC112	SDV3_PBC113	SDV3_PBC114	SDV3_PBC115	SDV3_PBC116	SDV3_PBC117	SDV3_PBC118	SDV3_PBC119	SDV3_PBC120	SDV3_PBC121	SDV3_PBC122	SDV3_PBC123	SDV3_PBC124	SDV3_PBC125	SDV3_PBC126	SDV3_PBC127	SDV3_PBC128	SDV3_PBC129	SDV3_PBC130	SDV3_PBC131	SDV3_PBC132	SDV3_PBC133	SDV3_PBC134	SDV3_PBC135	SDV3_PBC136	SDV3_PBC137	SDV3_PBC138	SDV3_PBC139	SDV3_PBC140	SDV3_PBC141	SDV3_PBC142	SDV3_PBC143	SDV3_PBC144	SDV3_PBC145	SDV3_PBC146	SDV3_PBC147	SDV3_PBC148	SDV3_PBC149	SDV3_PBC150	SDV3_PBC151	SDV3_PBC152	SDV3_PBC153	SDV3_PBC154	SDV3_PBC155	SDV3_PBC156	SDV3_PBC157	SDV3_PBC158	SDV3_PBC159	SDV3_PBC160	SDV3_PBC161	SDV3_PBC162	SDV3_PBC163	SDV3_PBC164	SDV3_PBC165	SDV3_PBC166	SDV3_PBC167	SDV3_PBC168	SDV3_PBC169	SDV3_PBC170	SDV3_PBC171	SDV3_PBC172	SDV3_PBC173	SDV3_PBC174	SDV3_PBC175	SDV3_PBC176	SDV3_PBC177	SDV3_PBC178	SDV3_PBC179	SDV3_PBC180	SDV3_PBC181	SDV3_PBC182	SDV3_PBC183	SDV3_PBC184	SDV3_PBC185	SDV3_PBC186	SDV3_PBC187	SDV3_PBC188	SDV3_PBC189	SDV3_PBC190	SDV3_PBC191	SDV3_PBC192	SDV3_PBC193	SDV3_PBC194	SDV3_PBC195	SDV3_PBC196	SDV3_PBC197	SDV3_PBC198	SDV3_PBC199	SDV3_PBC200	SDV3_PBC201	SDV3_PBC202	SDV3_PBC203	SDV3_PBC204	SDV3_PBC205	SDV3_PBC206	SDV3_PBC207	SDV3_PBC208	SDV3_PBC209	SDV3_PBC210	SDV3_PBC211	SDV3_PBC212	SDV3_PBC213	SDV3_PBC214	SDV3_PBC215	SDV3_PBC216	SDV3_PBC217	SDV3_PBC218	SDV3_PBC219	SDV3_PBC220	SDV3_PBC221	SDV3_PBC222	SDV3_PBC223	SDV3_PBC224	SDV3_PBC225	SDV3_PBC226	SDV3_PBC227	SDV3_PBC228	SDV3_PBC229	SDV3_PBC230	SDV3_PBC231	SDV3_PBC232	SDV3_PBC233	SDV3_PBC234	SDV3_PBC235	SDV3_PBC236	SDV3_PBC237	SDV3_PBC238	SDV3_PBC239	SDV3_PBC240	SDV3_PBC241	SDV3_PBC242	SDV3_PBC243	SDV3_PBC244	SDV3_PBC245	SDV3_PBC246	SDV3_PBC247	SDV3_PBC248	SDV3_PBC249	SDV3_PBC250	SDV3_PBC251	SDV3_PBC252	SDV3_PBC253	SDV3_PBC254	SDV3_PBC255	SDV3_PBC256	SDV3_PBC257	SDV3_PBC258	SDV3_PBC259	SDV3_PBC260	SDV3_PBC261	SDV3_PBC262	SDV3_PBC263	SDV3_PBC264	SDV3_PBC265	SDV3_PBC266	SDV3_PBC267	SDV3_PBC268	SDV3_PBC269	SDV3_PBC270	SDV3_PBC271	SDV3_PBC272	SDV3_PBC273	SDV3_PBC274	SDV3_PBC275	SDV3_PBC276	SDV3_PBC277	SDV3_PBC278	SDV3_PBC279	SDV3_PBC280	SDV3_PBC281	SDV3_PBC282	SDV3_PBC283	SDV3_PBC284	SDV3_PBC285	SDV3_PBC286	SDV3_PBC287	SDV3_PBC288	SDV3_PBC289	SDV3_PBC290	SDV3_PBC291	SDV3_PBC292	SDV3_PBC293	SDV3_PBC294	SDV3_PBC295	SDV3_PBC296	SDV3_PBC297	SDV3_PBC298	SDV3_PBC299	SDV3_PBC300	SDV3_PBC301	SDV3_PBC302	SDV3_PBC303	SDV3_PBC304	SDV3_PBC305	SDV3_PBC306	SDV3_PBC307	SDV3_PBC308	SDV3_PBC309	SDV3_PBC310	SDV3_PBC311	SDV3_PBC312	SDV3_PBC313	SDV3_PBC314	SDV3_PBC315	SDV3_PBC316	SDV3_PBC317	SDV3_PBC318	SDV3_PBC319	SDV3_PBC320	SDV3_PBC321	SDV3_PBC322	SDV3_PBC323	SDV3_PBC324	SDV3_PBC325	SDV3_PBC326	SDV3_PBC327	SDV3_PBC328	SDV3_PBC329	SDV3_PBC330	SDV3_PBC331	SDV3_PBC332	SDV3_PBC333	SDV3_PBC334	SDV3_PBC335	SDV3_PBC336	SDV3_PBC337	SDV3_PBC338	SDV3_PBC339	SDV3_PBC340	SDV3_PBC341	SDV3_PBC342	SDV3_PBC343	SDV3_PBC344	SDV3_PBC345	SDV3_PBC346	SDV3_PBC347	SDV3_PBC348	SDV3_PBC349	SDV3_PBC350	SDV3_PBC351	SDV3_PBC352	SDV3_PBC353	SDV3_PBC354	SDV3_PBC355	SDV3_PBC356	SDV3_PBC357	SDV3_PBC358	SDV3_PBC359	SDV3_PBC360	SDV3_PBC361	SDV3_PBC362	SDV3_PBC363	SDV3_PBC364	SDV3_PBC365	SDV3_PBC366	SDV3_PBC367	SDV3_PBC368	SDV3_PBC369	SDV3_PBC370	SDV3_PBC371	SDV3_PBC372	SDV3_PBC373	SDV3_PBC374	SDV3_PBC375	SDV3_PBC376	SDV3_PBC377	SDV3_PBC378	SDV3_PBC379	SDV3_PBC380	SDV3_PBC381	SDV3_PBC382	SDV3_PBC383	SDV3_PBC384	SDV3_PBC385	SDV3_PBC386	SDV3_PBC387	SDV3_PBC388	SDV3_PBC389	SDV3_PBC390	SDV3_PBC391	SDV3_PBC392	SDV3_PBC393	SDV3_PBC394	SDV3_PBC395	SDV3_PBC396	SDV3_PBC397	SDV3_PBC398	SDV3_PBC399	SDV3_PBC400	SDV3_PBC401	SDV3_PBC402	SDV3_PBC403	SDV3_PBC404	SDV3_PBC405	SDV3_PBC406	SDV3_PBC407	SDV3_PBC408	SDV3_PBC409	SDV3_PBC410	SDV3_PBC411	SDV3_PBC412	SDV3_PBC413	SDV3_PBC414	SDV3_PBC415	SDV3_PBC416	SDV3_PBC417	SDV3_PBC418	SDV3_PBC419	SDV3_PBC420	SDV3_PBC421	SDV3_PBC422	SDV3_PBC423	SDV3_PBC424	SDV3_PBC425	SDV3_PBC426	SDV3_PBC427	SDV3_PBC428	SDV3_PBC429	SDV3_PBC430	SDV3_PBC431	SDV3_PBC432	SDV3_PBC433	SDV3_PBC434	SDV3_PBC435	SDV3_PBC436	SDV3_PBC437	SDV3_PBC438	SDV3_PBC439	SDV3_PBC440	SDV3_PBC441	SDV3_PBC442	SDV3_PBC443	SDV3_PBC444	SDV3_PBC445	SDV3_PBC446	SDV3_PBC447	SDV3_PBC448	SDV3_PBC449	SDV3_PBC450	SDV3_PBC451	SDV3_PBC452	SDV3_PBC453	SDV3_PBC454	SDV3_PBC455	SDV3_PBC456	SDV3_PBC457	SDV3_PBC458	SDV3_PBC459	SDV3_PBC460	SDV3_PBC461	SDV3_PBC462	SDV3_PBC463	SDV3_PBC464	SDV3_PBC465	SDV3_PBC466	SDV3_PBC467	SDV3_PBC468	SDV3_PBC469	SDV3_PBC470	SDV3_PBC471	SDV3_PBC472	SDV3_PBC473	SDV3_PBC474	SDV3_PBC475	SDV3_PBC476	SDV3_PBC477	SDV3_PBC478	SDV3_PBC479	SDV3_PBC480	SDV3_PBC481	SDV3_PBC482	SDV3_PBC483	SDV3_PBC484	SDV3_PBC485	SDV3_PBC486	SDV3_PBC487	SDV3_PBC488	SDV3_PBC489	SDV3_PBC490	SDV3_PBC491	SDV3_PBC492	SDV3_PBC493	SDV3_PBC494	SDV3_PBC495	SDV3_PBC496	SDV3_PBC497	SDV3_PBC498	SDV3_PBC499	SDV3_PBC500	SDV3_PBC501	SDV3_PBC502	SDV3_PBC503	SDV3_PBC504	SDV3_PBC505	SDV3_PBC506	SDV3_PBC507	SDV3_PBC508	SDV3_PBC509	SDV3_PBC510	SDV3_PBC511	SDV3_PBC512	SDV3_PBC513	SDV3_PBC514	SDV3_PBC515	SDV3_PBC516	SDV3_PBC517	SDV3_PBC518	SDV3_PBC519	SDV3_PBC520	SDV3_PBC521	SDV3_PBC522	SDV3_PBC523	SDV3_PBC524	SDV3_PBC525	SDV3_PBC526	SDV3_PBC527	SDV3_PBC528	SDV3_PBC529	SDV3_PBC530	SDV3_PBC531	SDV3_PBC532	SDV3_PBC533	SDV3_PBC534	SDV3_PBC535	SDV3_PBC536	SDV3_PBC537	SDV3_PBC538	SDV3_PBC539	SDV3_PBC540	SDV3_PBC541	SDV3_PBC542	SDV3_PBC543	SDV3_PBC544	SDV3_PBC545	SDV3_PBC546	SDV3_PBC547	SDV3_PBC548	SDV3_PBC549	SDV3_PBC550	SDV3_PBC551	SDV3_PBC552	SDV3_PBC553	SDV3_PBC554	SDV3_PBC555	SDV3_PBC556	SDV3_PBC557	SDV3_PBC558	SDV3_PBC559	SDV3_PBC560	SDV3_PBC561	SDV3_PBC562	SDV3_PBC563	SDV3_PBC564	SDV3_PBC565	SDV3_PBC566	SDV3_PBC567	SDV3_PBC568	SDV3_PBC569	SDV3_PBC570	SDV3_PBC571	SDV3_PBC572	SDV3_PBC573	SDV3_PBC574	SDV3_PBC575	SDV3_PBC576	SDV3_PBC577	SDV3_PBC578	SDV3_PBC579	SDV3_PBC580	SDV3_PBC581	SDV3_PBC582	SDV3_PBC583	SDV3_PBC584	SDV3_PBC585	SDV3_PBC586	SDV3_PBC587	SDV3_PBC588	SDV3_PBC589	SDV3_PBC590	SDV3_PBC591	SDV3_PBC592	SDV3_PBC593	SDV3_PBC594	SDV3_PBC595	SDV3_PBC596	SDV3_PBC597	SDV3_PBC598	SDV3_PBC599	SDV3_PBC600	SDV3_PBC601	SDV3_PBC602	SDV3_PBC603	SDV3_PBC604	SDV3_PBC605	SDV3_PBC606	SDV3_PBC607	SDV3_PBC608	SDV3_PBC609	SDV3_PBC610	SDV3_PBC611	SDV3_PBC612	SDV3_PBC613	SDV3_PBC614	SDV3_PBC615	SDV3_PBC616	SDV3_PBC617	SDV3_PBC618	SDV3_PBC619	SDV3_PBC620	SDV3_PBC621	SDV3_PBC622	SDV3_PBC623	SDV3_PBC624	SDV3_PBC625	SDV3_PBC626	SDV3_PBC627	SDV3_PBC628	SDV3_PBC629	SDV3_PBC630	SDV3_PBC631	SDV3_PBC632	SDV3_PBC633	SDV3_PBC634	SDV3_PBC635	SDV3_PBC636	SDV3_PBC637	SDV3_PBC638	SDV3_PBC639	SDV3_PBC640	SDV3_PBC641	SDV3_PBC642	SDV3_PBC643	SDV3_PBC644	SDV3_PBC645	SDV3_PBC646	SDV3_PBC647	SDV3_PBC648	SDV3_PBC649	SDV3_PBC650	SDV3_PBC651	SDV3_PBC652	SDV3_PBC653	SDV3_PBC654	SDV3_PBC655	SDV3_PBC656	SDV3_PBC657	SDV3_PBC658	SDV3_PBC659	SDV3_PBC660	SDV3_PBC661	SDV3_PBC662	SDV3_PBC663	SDV3_PBC664	SDV3_PBC665	SDV3_PBC666	SDV3_PBC667	SDV3_PBC668	SDV3_PBC669	SDV3_PBC670	SDV3_PBC671	SDV3_PBC672	SDV3_PBC673	SDV3_PBC674	SDV3_PBC675	SDV3_PBC676	SDV3_PBC677	SDV3_PBC678	SDV3_PBC679	SDV3_PBC680	SDV3_PBC681	SDV3_PBC682	SDV3_PBC683	SDV3_PBC684	SDV3_PBC685	SDV3_PBC686	SDV3_PBC687	SDV3_PBC688	SDV3_PBC689	SDV3_PBC690	SDV3_PBC691	SDV3_PBC692	SDV3_PBC693	SDV3_PBC694	SDV3_PBC695	SDV3_PBC696	SDV3_PBC697	SDV3_PBC698	SDV3_PBC699	SDV3_PBC700	SDV3_PBC701	SDV3_PBC702	SDV3_PBC703	SDV3_PBC704	SDV3_PBC705	SDV3_PBC706	SDV3_PBC707	SDV3_PBC708	SDV3_PBC709	SDV3_PBC710	SDV3_PBC711	SDV3_PBC712	SDV3_PBC713	SDV3_PBC714	SDV3_PBC715	SDV3_PBC716	SDV3_PBC717	SDV3_PBC718	SDV3_PBC719	SDV3_PBC720	SDV3_PBC721	SDV3_PBC722	SDV3_PBC723	SDV3_PBC724	SDV3_PBC725	SDV3_PBC726	SDV3_PBC727	SDV3_PBC728	SDV3_PBC729	SDV3_PBC730	SDV3_PBC731	SDV3_PBC732	SDV3_PBC733	SDV3_PBC734	SDV3_PBC735	SDV3_PBC736	SDV3_PBC737	SDV3_PBC738	SDV3_PBC739	SDV3_PBC740	SDV3_PBC741	SDV3_PBC742	SDV3_PBC743	SDV3_PBC744	SDV3_PBC745	SDV3_PBC746	SDV3_PBC747	SDV3_PBC748	SDV3_PBC749	SDV3_PBC750	SDV3_PBC751	SDV3_PBC752	SDV3_PBC753	SDV3_PBC754	SDV3_PBC755	SDV3_PBC756	SDV3_PBC757	SDV3_PBC758	SDV3_PBC759	SDV3_PBC760	SDV3_PBC761	SDV3_PBC762	SDV3_PBC763	SDV3_PBC764	SDV3_PBC765	SDV3_PBC766	SDV3_PBC767	SDV3_PBC768	SDV3_PBC769	SDV3_PBC770	SDV3_PBC771	SDV3_PBC772	SDV3_PBC773	SDV3_PBC774	SDV3_PBC775	SDV3_PBC776	SDV3_PBC777	SDV3_PBC778	SDV3_PBC779	SDV3_PBC780	SDV3_PBC781	SDV3_PBC782	SDV3_PBC783	SDV3_PBC784	SDV3_PBC785	SDV3_PBC786	SDV3_PBC787	SDV3_PBC788	SDV3_PBC789	SDV3_PBC790	SDV3_PBC791	SDV3_PBC792	SDV3_PBC793	SDV3_PBC794	SDV3_PBC795	SDV3_PBC796	SDV3_PBC797	SDV3_PBC798	SDV3_PBC799	SDV3_PBC800	SDV3_PBC801	SDV3_PBC802	SDV3_PBC803	SDV3_PBC804	SDV3_PBC805	SDV3_PBC806	SDV3_PBC807	SDV3_PBC808	SDV3_PBC809	SDV3_PBC810	SDV3_PBC811	SDV3_PBC812	SDV3_PBC813	SDV3_PBC814	SDV3_PBC815	SDV3_PBC816	SDV3_PBC817	SDV3_PBC818	SDV3_PBC819	SDV3_PBC820	SDV3_PBC821	SDV3_PBC822	SDV3_PBC823	SDV3_PBC824	SDV3_PBC825	SDV3_PBC826	SDV3_PBC827	SDV3_PBC828	SDV3_PBC829	SDV3_PBC830	SDV3_PBC831	SDV3_PBC832	SDV3_PBC833	SDV3_PBC834	SDV3_PBC835	SDV3_PBC836	SDV3_PBC837	SDV3_PBC838	SDV3_PBC839	SDV3_PBC840	SDV3_PBC841	SDV3_PBC842	SDV3_PBC843	SDV3_PBC844	SDV3_PBC845	SDV3_PBC846	SDV3_PBC847	SDV3_PBC848	SDV3_PBC849	SDV3_PBC850	SDV3_PBC851	SDV3_PBC852	SDV3_PBC853	SDV3_PBC854	SDV3_PBC855	SDV3_PBC856	SDV3_PBC857	SDV3_PBC858	SDV3_PBC859	SDV3_PBC860	SDV3_PBC861	SDV3_PBC862	SDV3_PBC863	SDV3_PBC864	SDV3_PBC865	SDV3_PBC866	SDV3_PBC867	SDV3_PBC868	SDV3_PBC869	SDV3_PBC870	SDV3_PBC871	SDV3_PBC872	SDV3_PBC873	SDV3_PBC874	SDV3_PBC875	SDV3_PBC876	SDV3_PBC877	SDV3_PBC878	SDV3_PBC879	SDV3_PBC880	SDV3_PBC881	SDV3_PBC882	SDV3_PBC883	SDV3_PBC884	SDV3_PBC885	SDV3_PBC886	SDV3_PBC887	SDV3_PBC888	SDV3_PBC889	SDV3_PBC890	SDV3_PBC891	SDV3_PBC892	SDV3_PBC893	SDV3_PBC894	SDV3_PBC895	SDV3_PBC896	SDV3_PBC897	SDV3_PBC898	SDV3_PBC899	SDV3_PBC900	SDV3_PBC901	SDV3_PBC902	SDV3_PBC903	SDV3_PBC904	SDV3_PBC905	SDV3_PBC906	SDV3_PBC907	SDV3_PBC908	SDV3_PBC909	SDV3_PBC910	SDV3_PBC911	SDV3_PBC912	SDV3_PBC913	SDV3_PBC914	SDV3_PBC915	SDV3_PBC916	SDV3_PBC917	SDV3_PBC918	SDV3_PBC919	SDV3_PBC920	SDV3_PBC921	SDV3_PBC922	SDV3_PBC923	SDV3_PBC924	SDV3_PBC925	SDV3_PBC926	SDV3_PBC927	SDV3_PBC928	SDV3_PBC929	SDV3_PBC930	SDV3_PBC931	SDV3_PBC932	SDV3_PBC933	SDV3_PBC934	SDV3_PBC935	SDV3_PBC936	SDV3_PBC937	SDV3_PBC938	SDV3_PBC939	SDV3_PBC940	SDV3_PBC941	SDV3_PBC942	SDV3_PBC943	SDV3_PBC944	SDV3_PBC945	SDV3_PBC946	SDV3_PBC947	SDV3_PBC948	SDV3_PBC949	SDV3_PBC950	SDV3_PBC951
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The Impact of Feng Shui on Property Choices Among Malaysian Gen Z

	32.00	2.00	1.00	2.00	1.00	1.00	2.00	4.00	2.00	1.00	2.00	2.00	2.00	2.00	2.00	5.00	4.00	4.00	4.00	3.00	1.00	1.00	4.00	2.20	2.00	4.25	2.25
	33.00	2.00	1.00	2.00	1.00	1.00	4.00	4.00	3.00	5.00	3.00	3.00	4.00	3.00	2.00	3.00	4.00	4.00	3.00	3.00	4.00	5.00	4.00	3.80	3.00	3.50	4.00
	34.00	3.00	1.00	2.00	1.00	1.00	5.00	4.00	5.00	4.00	4.00	5.00	5.00	5.00	4.00	5.00	4.00	5.00	5.00	5.00	4.00	4.00	4.40	4.75	4.50	4.50	
	35.00	2.00	1.00	2.00	1.00	1.00	3.00	4.00	3.00	5.00	5.00	2.00	3.00	3.00	3.00	3.00	5.00	5.00	3.00	4.00	4.00	4.00	4.00	4.00	2.75	4.00	4.00
	36.00	2.00	2.00	2.00	1.00	1.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	
	37.00	2.00	2.00	2.00	3.00	1.00	4.00	4.00	5.00	4.00	5.00	5.00	4.00	4.00	5.00	4.00	4.00	5.00	5.00	5.00	4.00	5.00	4.40	4.50	4.50	4.50	
	38.00	2.00	2.00	3.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.50	4.50	4.00
	39.00	3.00	1.00	2.00	3.00	2.00	5.00	5.00	4.00	5.00	4.00	5.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00	5.00	5.00	4.00	4.60	4.25	4.25	4.25	
	40.00	2.00	2.00	3.00	3.00	1.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	5.00	5.00	4.00	5.00	4.00	4.00	4.20	4.50	4.75	4.25	
	41.00	2.00	1.00	2.00	1.00	1.00	4.00	4.00	4.00	5.00	5.00	5.00	4.00	4.00	5.00	5.00	5.00	4.00	5.00	5.00	4.00	5.00	4.40	4.50	4.50	4.75	
	42.00	2.00	1.00	3.00	2.00	1.00	5.00	4.00	4.00	4.00	5.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	5.00	4.00	5.00	4.00	4.40	4.50	4.50	4.50	
	43.00	2.00	1.00	2.00	1.00	1.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	5.00	5.00	4.00	5.00	4.00	5.00	4.40	4.50	4.50	4.50	
	44.00	2.00	2.00	3.00	3.00	2.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	5.00	4.20	4.25	4.25	4.25	
	45.00	3.00	1.00	2.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	4.25	4.25	4.25	4.25	
	46.00	3.00	2.00	2.00	3.00	2.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	5.00	3.00	3.00	4.20	4.50	4.00	3.75	
	47.00	3.00	2.00	2.00	3.00	2.00	5.00	4.00	5.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.40	3.50	3.50	3.75	
	48.00	3.00	2.00	2.00	3.00	2.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	5.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	3.60	4.00	3.75	3.50	
	49.00	2.00	1.00	2.00	1.00	1.00	4.00	5.00	4.00	4.00	4.00	4.00	5.00	3.00	4.00	4.00	3.00	4.00	4.00	5.00	4.00	4.00	4.20	4.00	3.75	4.25	
	50.00	2.00	2.00	2.00	3.00	2.00	4.00	5.00	4.00	4.00	5.00	4.00	3.00	4.00	5.00	4.00	5.00	3.00	4.00	3.00	4.00	3.00	4.40	4.00	4.00	3.50	
	51.00	2.00	1.00	2.00	1.00	1.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00	3.00	4.00	3.60	3.50	3.50	3.75	
	52.00	2.00	2.00	2.00	3.00	2.00	3.00	2.00	4.00	4.00	3.00	4.00	3.00	4.00	2.00	4.00	3.00	4.00	4.00	5.00	3.00	3.00	3.20	3.25	3.75	3.75	
	53.00	2.00	1.00	2.00	3.00	2.00	5.00	4.00	4.00	3.00	3.00	3.00	5.00	4.00	5.00	4.00	5.00	3.00	4.00	5.00	3.00	3.00	3.80	4.25	4.00	4.00	
	54.00	2.00	2.00	2.00	3.00	1.00	4.00	5.00	4.00	3.00	4.00	3.00	5.00	5.00	5.00	5.00	5.00	3.00	5.00	4.00	5.00	4.00	4.00	4.50	4.50	4.50	
	55.00	2.00	1.00	2.00	1.00	1.00	4.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	3.00	4.00	4.00	5.00	4.00	3.80	4.50	3.75	4.00	
	56.00	2.00	1.00	2.00	2.00	1.00	5.00	3.00	4.00	4.00	3.00	4.00	5.00	4.00	4.00	4.00	2.00	5.00	2.00	4.00	3.00	4.00	3.80	4.25	3.25	3.75	
	57.00	3.00	1.00	2.00	3.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	3.40	3.75	3.75	3.75	
	58.00	2.00	1.00	2.00	1.00	1.00	4.00	3.00	4.00	3.00	4.00	4.00	2.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	5.00	3.60	3.50	3.75	4.00	
	59.00	3.00	2.00	2.00	3.00	2.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00	5.00	3.00	4.00	3.60	3.75	3.50	4.00	
	60.00	3.00	1.00	2.00	3.00	2.00	4.00	4.00	4.00	3.00	4.00	3.00	2.00	3.00	2.00	4.00	3.00	5.00	4.00	4.00	3.00	4.00	3.80	2.50	4.00	3.75	
	61.00	3.00	2.00	2.00	3.00	1.00	5.00	4.00	4.00	5.00	5.00	5.00	4.00	5.00	4.00	5.00	4.00	5.00	4.00	4.00	5.00	4.00	4.60	4.50	4.75	4.25	
	62.00	3.00	1.00	2.00	4.00	2.00	4.00	4.00	5.00	4.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	4.40	4.75	5.00	4.75	
	63.00	4.00	1.00	2.00	5.00	3.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00	5.00	5.00	4.00	5.00	5.00	4.80	4.75	4.75	4.50	4.50	
	64.00	4.00	1.00	2.00	5.00	4.00	5.00	5.00	5.00	4.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	4.80	4.75	4.75	5.00	
	65.00	3.00	2.00	1.00	3.00	1.00	4.00	3.00	2.00	4.00	4.00	4.00	2.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	3.00	2.00	3.40	3.00	3.50	3.25	
	66.00	3.00	2.00	1.00	3.00	2.00	4.00	3.00	2.00	4.00	4.00	4.00	4.00	2.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	3.40	3.25	3.50	3.25	3.25	
	67.00	3.00	1.00	2.00	3.00	2.00	4.00	4.00	3.00	4.00	2.00	4.00	2.00	2.00	3.00	4.00	2.00	4.00	3.00	4.00	4.00	2.00	3.40	2.75	3.25	3.50	
	68.00	3.00	2.00	2.00	4.00	2.00	4.00	4.00	3.00	5.00	4.00	4.00	3.00	2.00	3.00	5.00	4.00	2.00	3.00	4.00	4.00	2.00	4.00	3.00	3.50	3.50	
	69.00	2.00	1.00	2.00	1.00	2.00	1.00	5.00	2.00	3.00	2.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	2.60	3.25	4.00	4.00	
	70.00	3.00	1.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	
	71.00	3.00	1.00	1.00	4.00	2.00	4.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00	5.00	5.00	3.00	5.00	4.00	3.00	4.00	4.60	4.50	4.50	3.75	
	72.00	2.00	1.00	1.00	3.00	1.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	5.00	4.00	4.00	5.00	4.00	4.40	3.75	4.50	4.25	
	73.00	3.00	1.00	1.00	3.00	2.00	3.00	4.00	2.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	2.00	4.00	3.00	3.40	3.75	3.75	3.25	
	74.00	2.00	1.00	2.00	3.00	1.00	4.00	4.00	2.00	4.00	4.00	4.00	4.00	2.00	3.00	4.00	4.00	4.00	3.00	4.00	2.00	4.00	3.60	3.25	3.75	3.50	
	75.00	3.00	2.00	1.00	3.00	1.00	3.00	4.00	2.00	4.00	2.00	4.00	4.00	4.00	3.00	2.00	3.00	4.00	4.00	2.00	3.00	4.00	3.00	3.75	3.25	3.25	
	76.00	3.00	2.00	2.00	3.00	2.00	4.00	5.00	4.00	2.00	4.00	5.00	2.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	2.00	4.00	3.80	3.75	3.50	3.50	
	77.00	3.00	1.00	3.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	5.00	4.00	4.00	3.00	4.00	4.00	3.00	2.00	3.00	4.00	3.60	4.25	3.50	3.25	
	78.00	3.00	1.00	2.00	4.00	3.00	4.00	5.00	3.00	4.00	4.00	4.00	2.00	3.00	3.00	2.00	4.00	4.00	3.00	3.00	1.00	3.00	3.00	3.00	3.25	2.50	
	79.00	4.00	2.00	2.00	5.00	4.00	5.00	3.00	5.00	5.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00	4.00	5.00	5.00	4.40	4.25	4.00	4.75	4.75	
	80.00	2.00	2.00	2.00	3.00	1.00	4.00	5.00	4.00	4.00	5.00	2.00	4.00	4.00	4.00	3.00	2.00	4.00	4.00	4.00	2.00	5.00	4.40	3.50	3.25	3.75	
	81.00	2.00	1.00	2.00	1.00	1.00	5.00	4.00	4.00	2.00	4.00	4.00	4.00	4.00	3.00	5.00	3.00	4.00	3.00	4.00	4.00	3.00	4.00	3.80	3.75	3.75	3.75
	82.00	3.00	1.00	2.00	3.00	2.00	4.00	5.00	3.00	4.00	4.00	4.00															