



# The Importance of *Feng Shui* Influence on the Housing Selection among the Chinese in Generation Y: A Study on the Developers' Perceptions

Haryati Shafii<sup>1</sup>, Leong Pui Yi<sup>1\*</sup>, Azlina Md Yassin<sup>1</sup>

<sup>1</sup>Faculty of Technology Management and Business,  
 Universiti Tun Hussein Onn Malaysia, Parit Raja, 86400, Johor, MALAYSIA

\*Corresponding Author

DOI: <https://doi.org/10.30880/jtmb.2020.07.02.003>

Received 10 August 2020; Accepted 28 October 2020; Available online 15 December 2020

**Abstract:** *Feng shui*, an element that has been associated with success, wealth, and harmony, is often considered the key factor for the decision-making of housing purchase among the Chinese in Malaysia. Nevertheless, property developers often overlooked this factor, resulting in a gap between consumers' expectations and developers' perceptions, which could lead to customers' dissatisfaction. This study was carried out to identify the importance of *feng shui* theory towards housing development, determine the influence of *feng shui* factors in housing selection, and examine the perceptions of developers towards *feng Shui* factors in residential property. This paper adopted a qualitative approach by employing the interviewing technique. This study was conducted within a selected residential area in Sungai Petani, Kedah and the respondents were the Generation Y within the Chinese group. The results show that most of the developers believed that only rich and famous people are concerned about the *feng shui* element in selecting a residential property. Besides that, the construction of a housing project has to consider many factors prior the completion, including the multiracial customers as the potential buyers. Hence, it is not practical to consider the *feng shui* element for each person.

**Keywords:** *Developer feng shui, Generation Y, Housing*

## 1. Introduction

Housing is not just a physical structure that provides shelter to human, but it is also closely related to socio-economic, political, neighbourhood, and environmental (Bourne, 1986). The house selections by Generation Y are affected by several factors such as price, location, design concept, basic facilities, and *feng shui* (Wong, 2014). *Feng shui* in Chinese means "wind" and "water". It is the art of placement, which is a skill used to address the built and natural environments; a knowledge that contributes significantly when dealing with the natural forces on earth (Shen, 2011). Generally, the Chinese in Malaysia will consider the *feng shui* factors in selecting a house as they believe that it could give positive effects which bring harmony, success, and wealth. Furthermore, the Chinese in Malaysia have a lot of rules and regulations when it comes to choosing a house. The rules and regulations are related to the culture and also *Feng Shui*. The Chinese believe that *Feng Shui* can give positive effects that bring harmony, success, and wealth (Kennedy, 2011). According to Sia et al. (2018), the building, mainly residential houses, have higher chances to be sold out if they have good *Feng Shui*.

There are many factors to consider before buying a property. In the practice of *Feng Shui*, the Chinese believe that several factors can influence the health, happiness, and prosperity of the occupants such as the shape and orientation of a site and building, the building's construction materials, layout, colours, and the numbers of the street address (Sandy, 2008). The current issue is that developers build the house without considering the requirements of the

consumers. This statement is supported by Julius et al. (2016), and there is not much research to understand consumers' needs and wants regarding house preferences and interest. This issue has resulted in customers' dissatisfaction due to the gap between consumers' expectations and developers' perceptions. According to Yap (2017), Feng Shui is very challenging in producing solutions to satisfy everyone. It is because the Feng Shui needs of the developers and the buyers are different. In a local context, particularly in Kedah, Kaur (2020) reported in the New Straits Times the first overhang status in history experienced in Kedah with 4,363 units of unsold stocks recorded in 2017. Most of the units (3,401 units) are located in Kuala Muda District, which includes Sungai Petani. Issues shows that there was a gap that resulted in consumers' dissatisfaction when they were not pleased with their house purchase. Generation Y is the one that is categorised at the age of first-time-buyer for a house. This statement is supported by Wong (2014) who discussed the taste of Generation Y that is affected by several factors such as price, location, design concept, basic facilities, and Feng Shui.

Furthermore, there are some Chinese that follow the feng shui factors but do not understand the actual meaning. They usually follow the older generation. This action will create a big mistake if the resident uses wrong feng shui placement in the house and consequently create trouble for the owners. The objective of this study is to examine the perceptions of developers towards the feng shui factors in the residential property. This study was carried out in Sungai Petani, Kedah. In this study, the Chinese in Generation Y, which aged between 24 and 38 years old, were the target sample. Moreover, this study focuses on the developers' perceptions of the feng shui factors towards the residential property. This study can help Generation Y to make the right decision before choosing a property. Generation Y will know the importance of Feng Shui in housing development. The developers will know their consumers' opinion towards Feng Shui. This information can help the developers to build a house with the right environment that suits the consumers' expectations. This study was conducted to enhance the knowledge of researchers on the topics studied, expand their mind, and assist in the development of knowledge.

The rest of this paper is organised as follows. Section 2 reviews the previous studies related to feng shui and housing selection. Section 3 presents the methodology and Section 4 discusses the findings. Section 5 concludes.

## 2. Literature Review

### 2.1 Concept and Definition of Feng Shui

According to Mak & Ng (2008), Feng Shui has accumulated for more than 3,000 years which is a part of the wisdom of ancient China. Xu (2004) defined Feng Shui as a heritage that combines science and art in placement and space management such as furniture, rooms, and buildings. Furthermore, Feng Shui is used primarily in determining a comfortable location and a building's relationship with the environment and humans (Shen, 2001). Feng Shui can help locate a building that benefits a person's health, career, wealth, luck, and family. By helping to locate and adjust the orientation, shape, entrance, road, and external factors of a house, apartment, or business, Feng Shui can find a location that is auspicious for an individual (Mak, 2008). The interior design of a house or apartment has a great influence on a person's health and luck (Kennedy, 2011). Factors that can help or hinder the flow of chi include furniture placement, decorating materials, and colour schemes (Mak, 2008). According to Lip (1997), Feng Shui is best applied to the interior and exterior design of a building so that harmony and balance can be achieved in addressing the surrounding environment with sensitivity.

### 2.2 Feng Shui Theory

Feng shui is an art that harmonises with nature to obtain maximum benefits, peace, and prosperity from the correct placement and timing (Skinner, 1983). According to Lip (1997), Feng Shui is the art of placing a habitat, a house, a commercial complex, a factory, or a multi-storey office block on a site so that it is in harmony with other human-made structures and has a balance with nature. From the animism view, the whole landscape is alive, whether it is the tree, stone, pond, street, earth, wind, groove, and any permanent feature. According to Skinner (1983), this belief is more complex and unique because it is superseded by a more abstract philosophy in China. Many researchers define Feng Shui as a combination of science and art to determine whether someone is doing something in the right place by facing a particular direction at a specific time. According to Faeth (2004), influence is the ability to affect the behaviour of others in an expected direction. Influence is the means through which the potential or capacity for action and organisation or situation is transacted. Hence, influence can be defined as the ability of someone to change another person's mind on a decision. This study shows the relation of feng shui theory as the background for this study. This study present theories from school, *Yin* and *Yang*, and *Chi*. The three feng shui theories are suitable because they can influence house selection.

- *Form School* – Form School studied the placement of homes, villages, public buildings, and graves concerning geographical factors, including mountains, water, soil, and ground coverage (Shen, 2001).

- *Yin and Yang* – There are Yin and Yang in nature, building sites, buildings, and individual rooms. When two objects are near each other, whichever element has the most active energy is Yang, and whichever element has the most receptive energy is Yin (Shen, 2001).
- *Chi* – The purpose behind Feng Shui is to balance the energy or Chi in places where we live and work (Lip, 1997). It is pronounced as “chee” and alternately called “vital energy”, “primal energy”, and “the life force”. Chi is the fundamental energy found circulating all things. The design of our surroundings affects the chi flow and has a tremendous impact on our subconscious mind over time. For good health, serenity, peace of mind, wealth, conception, and luck, this energy must circulate unimpeded throughout a person’s environment (Shen, 2001).

### 2.3 Feng Shui Factors that Influence House Selection

Feng Shui is all about making the home or property a comfortable and joyous place to live in (Yap, 2017). There is an old saying, “a man’s home is his castle.” Mak & Ng (2008) and Mak & So (2015) developed a feng shui design framework which consists of 23 criteria grouped into four design modules, namely surrounding environment, external layout, internal layout, and interior arrangement. This study presents the four design modules that can influence housing selection.

- *Surrounding environment* – According to Lip (1997), the site must be studied in addition to the physical environment surrounding the site. It includes the natural elements of topography, geographical features, mountains, directions, views, and human-made structures of roads and adjacent buildings (Mak, 2008). Mountaintops are windy places that are continually battered by moderate and strong gusts. In this environment, precious soil is blown away, plants have trouble growing, and favourable chi is pushed past a house without giving the occupants a chance to benefit from it (Shen, 2001). According to Kennedy (2011), a home that is placed nearby cemeteries and hospitals can negatively affect the occupants’ health. This is because disembodied spirits wander in graveyards and sometimes haunt nearby homes and their residents. Besides that, the continuous stream of sickness, death, and suffering that passes through the residents is not good. A dead-end street receives less inflow of energy and the lives of residents living in homes on dead-end streets often have a lower level of energy, wealth, and opportunities (Kennedy, 2011). Sia (2018) categorised the surrounding environment module into six criteria which are topography, front of the site, the rear of the site, sides of the site, street location, and water view.
- *External layout* – External layout deals with the external shape and exterior space of a building. This includes the shape of the site, geometry of the building, open space, entrances, driveways, landscaping, and plants (Mak, 2008). In feng shui terms, symmetrical shapes are the most favourable element for homes. According to Kennedy (2011), a dead tree near the front view of a home symbolises death or decay for the household. Bodies of water represent stored wealth on the property and clarity and depth of knowledge. Ponds, lakes, and swimming pools generally enhance the Chi of a property (Kennedy, 2011). Dying plants symbolise a lack of abundant Chi in the environment (Kennedy, 2011). Sia (2018) categorised the external layout module into six criteria which are the shape of the site, entrance, shape of the building, orientation, trees, and pond.
- *Internal layout* – The internal layout reflects the spatial management of a building. It considers the locations and functions of rooms, circulation patterns, and internal elements of a structure, such as columns and beams, staircases, ceilings, doors, and window openings (Mak, 2008). The interior design of residential property should reflect the balance and harmony elements in terms of placing various design elements, the implementation of colour schemes, the application of textured materials, and the installation of various mechanical, ventilation and lighting schemes (Lip, 1997). Sia (2018) categorised internal layout into six criteria which are layout, doors, window, the shape of rooms, staircase, and ceiling.
- *Internal arrangement* – The interior arrangement addresses the internal room arrangement and furniture placement. It considers the size and proportion of rooms, windows, and doors. Furniture placement is a major part of interior arrangement. In practice, the bed in the bedroom, the stove in the kitchen, and the desk in the offices have substantial effects on the use of a building (Mak, 2008). According to the feng shui principles, the most unfavourable rooms to enter (or even see) directly and immediately from the front door are the kitchen, bathroom, bedroom, or dining room (Kennedy, 2011). In the ideal feng shui floor plan, the kitchen location is in the back half of the home (Kennedy, 2011). Sia (2018) categorised interior arrangement into five criteria which are door openings, bedroom, kitchen, living room, and bathroom. Table 2.6 shows the feng shui factors for an interior arrangement which can influence the residential property.

## 2.4 Factors Influencing House Selection

- *Affordability* – Rahim (2007) stated that income is a critical factor in measuring the ability of individuals to own a house. The type of affordable residential property depends on the consumers’ income (Musa, 2016)
- *Location* – Consumers usually avoid buying a house located near a cemetery and any location that has frequent flood (Wong, 2014). According to Julius et al. (2016), the location of a house which is preferred by consumers is close to public facilities such as retailer outlets, clinics, schools, and public transport terminals.
- *Feng shui* – The Chinese preferred to buy a residential property which has a good Feng Shui position. According to Yun (2014), the Chinese believe that the harmony between family members and self-balance is due to good Feng Shui. Therefore, buyers will choose a residential property based on good Feng Shui.
- *Basic facilities* – According to Musa (2016), most of the buyers prefer areas that have a variety of basic facilities such as schools, fields, lakes, and shopping malls because of the availability of the facilities.
- *Developer’s reputation* – The reputation of the developer plays an important role in ensuring that buyers are satisfied with the value for the money spent because the developer is responsible in developing and providing facilities such as roads, drainage systems, and electricity (Jaafar et al., 2014).
- *Design of the house* – The attractive design of a house can influence the decision of the purchase. According to Salleh et al. (2015), buyers will buy houses that have enough bedrooms to accommodate the number of family members.

## 3. Methodology

This study used a qualitative approach along the research process in answering the research objectives. Semi-structured interviews were conducted among the developers in Sungai Petani to determine their perceptions of the feng shui factors towards the residential property.

## 4. Data Analysis and Discussion

### 4.1 Respondents’ Background

The interview sessions were carried out to gather the perceptions of developers to achieve the objective. Three respondents from different companies located in Sungai Petani agreed to be interviewed for this study. The interview with the Sales and Marketing Manager was conducted at the Keladi Maju Berhad’s office, whereas the interviews with the Procurement and Finance Executive from Irama Jaya Group and Project Manager from Paramount Property were conducted online. The background of each respondent is shown in Table 1.

**Table 1 - The background of the respondents for the interview session**

Respondents	Company’s Name	Position	Working Experience
R1	Keladi Maju Berhad	Manager of Sales and Marketing	29 years
R2	Irama Jaya Group	Procurement and Finance Executive	12 years
R3	Paramount Property	Project Manager	34 years

## 4.2 Findings

### 4.2.1 The Importance of Feng Shui for the Developers in Developing the Residential Property

The developers need to know the demand of their customers. The Chinese purchasers nowadays are quite superstitious, and the feng shui of the house is important to them and the developers. Respondent 2 agreed to this element because she mentioned that Feng Shui is one of the factors that can influence customers’ decision. The perceptions from Respondent 1 and Respondent 3 were different from Respondent 2. Respondent 1 stated that the director for Keladi Maju Berhad was not a believer of Feng Shui, so their project did not consider the feng shui factor. This response was supported by Siva Shanker who is the past president of Malaysian Institute of Estate Agents on the report by Eugene (2016). He said that Feng Shui is not a real basis but people still do it.

Furthermore, Respondent 3 mentioned that feng shui factors are specific to a person. It is tough for developers to construct a housing project with Feng Shui that is suitable for each buyer. This response was supported by Siva (2016) where he pointed out that the superstitious element is more likely to affect the typical property investor rather than the buyers who buy to stay.

#### 4.2.2 Feng Shui Related to Constructing a Housing Project

In Feng Shui, selecting a suitable date to perform an important thing does not only increase the positive Chi for prosperity and success but also ensure that things flow more smoothly. The Chinese will choose the date by looking at the lunar calendar or consult a feng shui expert and get a date that is good for important events. According to a report by Kathy B in New Straits Times (2020), it is advisable to perform important events in the morning because any timing before noon is considered “Yang”, while after 12 PM is considered as “Yin”. Respondent 2 supported this statement because she mentioned about an event where Irama Jaya Group performed a traditional ceremony before proceeding with a construction start on a selected date and time. Table 2 shows the respondents’ perceptions.

**Table 2 - The importance of Feng Shui for the developers in developing residential property**

Respondent 1	Our company did not focus too much on Feng Shui in developing residential project because the director of the company is not a Feng Shui believer.
Respondent 2	Of course, it is crucial. Because we have to put our customers’ demand in the first place. All the consideration of the customers should be lookup and satisfy their wants and needs. Feng Shui is one of the factors that will influence the customers’ decisions, so the developer will also consider the feng shui factors of the house when we design and construct the project.
Respondent 3	Feng Shui for Paramount Property is not that important because of the Feng Shui has different influences on different people. As a developer, it is really hard to build a house with a Feng Shui that is suitable for each buyer.

Respondent 1 stated that for Keladi Maju Berhad, the construction would start once all of the documents and everything are well prepared. Furthermore, Respondent 3 mentioned that contractors are the one who emphasised on Feng Shui. The contractors invite *Na Tuk Kong* to the site so that the construction work will be performed smoothly.

#### 4.2.3 Factors When Planning to Build a House

Respondent 1 stated that the purchasers’ income and demand are the factors to be considered when the developer plans to build a residential project. Market research is important to the company when they plan to launch a new product on the market. Keladi Maju Berhad focuses on the development and property investment in Kedah. The development by the Group comprises mainly low and medium low-cost residential properties. The price of the low-cost residential properties is below RM 200K, which is the affordability of consumers in Sungai Petani. Respondent 2 and 3 mentioned about the location and topography as the factors influencing the developer on planning a residential project. Based on the literature review, one of the biggest considerations of the buyer is the location of the house. The developer considers the location of their project before the development because they have to meet the demand of the market. The residential property that has a good accessibility area has a high demand (Bakri, 2012).

#### 4.2.4 Chinese Buyers’ Considerations in Feng Shui Factors When Choosing a House

Based on the literature review, a feng shui design framework consists of 23 criteria grouped into four design modules, namely surrounding environment, external layout, internal layout, and interior arrangement. Each of the four design modules consists of several criteria which influence the decision of the purchasers in choosing their home. Three respondents had given their different perceptions on this topic. Respondent 1 mentioned that the orientation of the house is one of the feng shui factors that is considered when choosing a house. Respondent 2 stated about the street location of the house such as the T-junction is an unfavourable criterion for Chinese purchasers. This response is supported by Yap (2017) that the energy in T-junction moves too fast and this situation may lead to havoc on the residents’ lives such as depression, sickness, and even accidents. Moreover, the house number was emphasised by Respondent 3. He stated that the Chinese are taboo to number 4, so nowadays many developers use 3A to replace 4. Based on the literature review, number 4 means death for the Chinese. Most people like number 3, and according to Feng Shui, number 3 means grow. This statement is supported by Geh (2015) that in Indian Vaastu theory, number 3 is considered as a lucky number. The Chinese also like the number 8 because it sounds like the word “huat” in Chinese which means getting rich.

#### **4.2.5 Factors When a Buyer is Planning to Buy a House**

There are various factors to be considered before purchasing a residential property. Consumers have their wants and requirements of a house. Respondent 1 and 2 agreed on house price as the factor influencing buyers on purchasing a house. The level of income of the consumer reflects the capability to own a house. Other living expenses have burdened the young generation on the affordability to buy a house such as everyday meals, transportation fee, self-and entertainment fee. This situation has led the young generation to only afford renting rather than buying a house. Based on the literature review, the ability to purchase residential properties is closely related to the income earned by an individual (Whitehead, 1991). Due to the house prices of residential properties that are expensive, consumers can purchase a house based on their capabilities even though it is relatively small for a large family (Chia et al., 2016).

Furthermore, people tend to search for a location that does not only have good Feng Shui but also can provide security and necessary daily amenities when they intended to buy residential property (Wu, 2012). This statement is consistent with the result from Respondent 3 who mentioned the location as one of the critical factors that influences buyers on their decision-making for the selection of residential property. A good location is preferred by consumers where the property is close to public infrastructures. This statement is supported by Chia et al. (2016) that a house which is close to retailer outlets, clinics, schools, and public transport terminals is preferred by consumers. Based on the literature review, a residential property that is located in the town area has a high value because of higher demand.

#### **4.2.6 Feng Shui Related to Housing in Marketing**

When it comes to marketing for a housing project, agents highlight affordability when promoting the advantages of a house. A house with good Feng Shui is one of the highlights for a good house. Respondent 1 and 2 had the same perceptions on the marketing of a house with feng shui factor on the direction of a house. Respondent 1 stated that the direction that is favourable by the Chinese would be reserved and sold out quickly. Moreover, Respondent 2 mentioned that the four cardinal directions are pointed at the model of the building to help customers have a clear idea on the direction of the house.

However, Respondent 3 pointed out that some agents did not understand about Feng Shui, so they only mention the environment and surrounding of the property. The agents highlight the nearest facilities to the property such as garden, shopping mall, and cinema. Based on the literature review, most buyers prefer to choose areas that have a variety of basic facilities such as schools, fields, lakes, and shopping complex because of the availability of the facilities (Musa, 2016). This statement is supported by the Federal Department of Town and Country Planning Malaysia (2011) that a housing area should have facilities such as telephone service, access to the internet, clean water and electricity supply, recreational park, playground, and shopping mall.

#### **4.2.7 The Influence of Feng Shui towards Housing Price**

Based on the literature review, the price of a house with feng shui design is 7.7% higher than a house without the design that considers Feng Shui (Sandy, 2008). Premiums may be paid for properties that have good Feng Shui, and those with bad Feng Shui may be stigmatised and may sell at a discounted price or not. Lin et al. (2012) found that bad Feng Shui may reduce the housing price by 10% on average. The results reveal that the respondents disagreed on the influence of Feng Shui to house price. Respondent 1 mentioned that the house price is affected by the space outside of the house or the existence of a garden near the house. The developer may place a higher price for this type of house.

Respondent 2 stated that the type of house, environment, demand, and consumer affordability are the factors that influence the house price. As mentioned in the literature review, the ability, location, and design of a house are the factors that influence the decision of a purchase. Good interior features include the number of rooms, kitchen designs, bedrooms, and reading rooms while good outdoor features include garden lots and porch (Saw, 2014). Respondent 3 stated that a person who believes in Feng Shui might buy a house with a higher price. This response is supported by Chang & Lin (2015) about Feng Shui as subjective; people who believe in it without any doubt and trust that living in a house with better Feng Shui. Besides that, Feng Shui for a paramount property is not important because of the Feng Shui has different influences on different people. It is difficult for a developer to build a house with Feng Shui that is suitable for each buyer.

### **5. Conclusion**

In conclusion, many Chinese Malaysians still consider Feng Shui as one of the criteria in buying a house although developers stated that the price and location are the two most important factors in influencing buyers to select the houses in Sungai Petani. The findings from this study are practical for the property developers to plan the surrounding environments of their housing developments with favourable feng shui factors and architects to design the houses with favourable external layout, internal layout, and interior arrangement to attract prospective Chinese Malaysians to purchase houses with good Feng Shui for good luck and fortune.

## Acknowledgement

We would like to thank the journal editors and two anonymous reviewers for their constructive comments and suggestions on the earlier version of this article.

## References

- Bakri, S. B. (2012). Faktor geografi yang mempengaruhi permintaan ke atas harta tanah perumahan di Parit Raja, Batu Pahat, Johor. Batu Pahat. Universiti Tun Hussein Onn Malaysia: Degree Thesis.
- Board of Valuers, Appraisers, Estate Agents & Property Managers. (2018). Malaysian Valuation Standards Sixth Edition. Retrieved at 11 March 2018, from <http://lppch.gov.my/WP2016/exposure-draft-of-the-malaysian-valuation-standard/>
- Bourne, L. S. (1986). The geography of housing. *Real Estate Economics*. 14(1), 173-174.
- Chang, C. P., & Lin, C. M. (2015). The influence of wai sha feng shui factors on the housing price and house buyers. *Asian Journal of Humanities and Social Studies* (ISSN: 2321-2799), 3(03).
- Chia J., Harun A., Kassim A. W. M., Martin D., Kepal N. (2016). Understanding factors that influence house purchase intention among consumers in Kota Kinabalu: An application of buyer behaviour model theory. *Journal of Technology Management and Business*, Vol 03, No. 02.
- Department of Statistics Malaysia. (2010). Total population of Malaysian citizens. Retrieved at 7 April 2018, from <https://www.statistics.gov.my/censusatlas/images/EthnicBM.pdf>.
- Eugene, M. (2016). Mei 4). Penang's lively market. Retrieved at 30 November 2020, from <https://www.pressreader.com/malaysia/the-star-malaysia-starbiz/20160604/281719793843411>.
- Leh, O. L. H., Mansor, N. A., & Musthafa, S. N. A. M. (2017). The housing preference of young people in Malaysian urban areas: A case study Subang Jaya, Selangor. *Geografia-Malaysian Journal of Society and Space*, 12(7).
- Faeth, M. A. (2004). Power, authority and influence: A comparative study of the behavioral influence tactics used by lay and ordained leaders in the Episcopal Church (Doctoral dissertation, Virginia Tech).
- Geh, C. L. & Osmandi, A. (2015). The significance of Feng Shui in house buying selection among Malaysians. *Journal Technology (Science & Engineering)* Vol. 75, No. 9, pp 15-19.
- Jaafar, M., Nuruddin, A. R. H., Bakar, S. P. S. A., & Ali, R. (2014). Determinants of housing developer's performance: a case study of Bumiputera firms. *Jurnal Pengurusan (UKM Journal of Management)*, 41.
- Julius, C., Amran, H, Kassim, A. W. M., Martin, D. & Kepal, N. (2016). Understanding factors that influence house purchase intention among consumers in Kota Kinabalu: An application of buyer behaviour model theory. *Journal of Technology Management and Business*. Vol. 3, No. 02.
- Kennedy, D. D. (2011). *Feng Shui for Dummies* 2<sup>nd</sup> Edition. Canada: Wiley Publishing Inc.
- Land and Buildings Transaction Tax. (2016). LBTT4010 - Meaning of residential property. Retrieved at 11 March 2018, from <https://www.revenue.scot/land-buildings-transaction-tax/guidance/lbtt-legislation-guidance/tax-return/lbtt4010>
- Lin, C. C., Chen, C. L., & Twu, Y. C. (2012). An estimation of the impact of Feng-Shui on housing prices in Taiwan: A Quantile Regression Application. *International Real Estate Review*, 15(3), 325-346.
- Lip, E. (1997). *What is Feng Shui?* Great Britain: Academy Editions
- Mak, M. Y., & Ng, S. T. (2008). Feng Shui: an alternative framework for complexity in design. *Architectural Engineering and Design Management*, 4(1), 58-72.

- Mak, M.Y., & Ng, S. T. (2005). The art and science of Feng Shui-a study on architects' perception. *Building and Environment*, 40(3), 427-434
- Malaysian Valuation Standard Fourth Edition. (2011). The Board of Valuers, Appraisers and Estate Agents, Malaysia. Kuala Lumpur: Board of Valuers, Appraisers and Estate Agents, Malaysia (BOVAEA).
- Musa, U. (2016). Impact of housing attributes on rental values of residential properties in Minna, Nigeria. Batu Pahat. Universiti Tun Hussein Onn Malaysia. PhD Thesis.
- Khaty, B. (2020). LBS Bina bullish on 2020 sale target. Retrieved at 30 November 2020, from <https://www.nst.com.my/property/2020/01/554230/lbs-bina-bullish-2020-sales-target>.
- Kaur, S. (2020). Kedah real-estate: Attractions and challenges. Retrieved at 20 November 2020, from <https://www.nst.com.my/property/2018/04/359477/kedah-real-estate-attractions-and-challenges>.
- Ng, E. Y. L. (2016). Urban feng shui: Design guidelines for multifamily residential in Honolulu. Batu Pahat.. Universiti Tun Hussein Onn Malaysia. PhD Thesis.
- Official Portal of Sungai Petani Municipal Council. (2019). Latar belakang Sungai Petani. Retrieved at 27 May 2019, from <http://www.mpspk.gov.my/ms/pelancongan/kenali-sungai-petani/latar-belakang-sungai-petani?fbclid=IwAR0lx98R3moZEVtC5D4uER-Uoi1V1NcNnw7YZMPB3-vp6jYZhd2eNPI2o>
- Puspanathan, C. A., SPR, C. R., Muthurajan, P., & Singh, N. S. B. (2018). Perceptions of generation Y undergraduate students on career choices and employment leadership: A study on private higher education institutions in Selangor. *MOJES: Malaysian Online Journal of Educational Sciences*, 5(3), 46-59.
- Rahim, N. M. S. A. (2007). Kemampuan pemilikan rumah kos rendah di Kuala Lumpur. Pulau Pinang. University of Science Malaysia. Ph.D. Thesis.
- Salleh, N. A., Zoher, S. A., Mahayuddin, S. A., & Abdul, Y. (2015). Influencing factors of property buyer in hillside residential development. *Procedia-Social and Behavioral Sciences*, 170, 586-595.
- San, L. Y., Omar, A., & Thurasamy, R. (2015). Online purchase: a study of generation Y in Malaysia. *International Journal of Business and Management*, 10(6), 1.
- Sandy, B. (2008). The impact of Feng Shui on residential property prices in Western cultures. *International Journal of Housing Markets and Analysis*, Vol. 1 Issues: 1, pp.81-101.
- Sean, S. L., & Hong, T. T. (2014). Factors affecting the purchase decision of investors in the residential property market in Malaysia. *Journal of Surveying, Construction and Property*, 5(2), 1-13.
- Shen, Z. H. (2001). *Feng Shui Harmonizing Your Inner & Outer Space*. London: Dorling Kindersley.
- Sia, M. K., Wong, C. Y. & Chee, L. S. (2018). Influence of Feng Shui factors on house buying intention of Malaysian Chinese. *Architectural Engineering and Design Management*.
- Skinner, S. (1983). *The Living Earth Manual of Feng Shui: Chinese Geomancy*. Singapore: Graham Brash Pte. Ltd.
- Sparta, C. (2000). Clothing e-tailers target gen Y shoppers with banner ad freebies. *Brandweek*, 41(20), 100-100.
- Tan, T. H. (2009). Home owning motivation in Malaysia. *Journal of Accounting, Business and Management* 16 (1), 93 - 112.
- Tan, T. H. (2011). Measuring the willingness to pay for houses in a sustainable neighbourhood. *The International Journal of Environmental, Cultural, Economic & Social Sustainability*, 7, 1-12
- Whitehead, C. M. E. (1991). From need to affordability: An analysis of UK housing objectives. *Urban Studies*, 28(6), 871-887.
- Wong W. S. (2014). Faktor penentuan keputusan pembelian harta tanah kediaman di Skudai, Johor. Batu Pahat. University Tun Hussein Onn Malaysia: Degree Thesis.

Xu, Yinong. (2004). Fengshui in China: Geomantic divination between state orthodoxy and popular religion (review). *China Review International*, vol.11 no. 1, pp. 35-41.

Yap, J. (2017). *Feng Shui for homebuyers-wxterior*. Malaysia: Joey Yap Research International Sdn. Bhd.

Yun X. (2014). Feng Shui Tempat Tinggal. Retrieved from <https://hongsui.net/2014/04/10/fengshui-tempat-tinggal/>