

Article

Interweaving Traditional Feng Shui Culture and Green Building: An Examination of the Factors Driving Consumers' Purchase Decisions

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Abstract

This study examines how Feng Shui quality of residential property, perceived green building features, and age group are associated with homebuyers' purchase intention in Taiwan. Drawing on the literature on Feng Shui culture, green building features, and residential purchase decision-making, this study conceptualizes Feng Shui quality and green building features as two residential attributes that may influence homebuyers' purchase intention. A structured online questionnaire survey was conducted between February and March 2025, yielding 584 valid responses from potential homebuyers in Taiwan. The data were analyzed using reliability analysis, correlation analysis, confirmatory factor analysis, and PROCESS Model 15 moderated mediation analysis. The results show that Feng Shui quality had a significant positive effect on perceived green building features and purchase intention. Perceived green building features were positively associated with purchase intention in most age groups, but the effect was not significant in the reference age group. The conditional indirect effects further indicated that perceived green building features mediated the relationship between Feng Shui quality and purchase intention in some age groups, but not in all groups. However, age group did not significantly moderate the relationship between Feng Shui quality and purchase intention or the relationship between perceived green building features and purchase intention. The indices of moderated mediation were also not significant. These findings suggest that Feng Shui quality may be associated with both green building perceptions and purchase intention, while green building features may serve as a partial explanatory mechanism in some age groups. The study contributes to residential purchase decision research by examining traditional Feng Shui culture and modern green building features within the same empirical framework, while acknowledging the limitations of self-reported, cross-sectional survey data.



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Keywords: house Feng Shui; green building; residential purchase decision; sustainable development

1. Introduction

1.1. Research Background and Motivation

With the improvement in global environmental awareness and people's increasing demands for quality of life, the residential market is undergoing an unprecedented transfor-

mation. Belief is one of the important factors in understanding a person's cultural identity in society [1], especially in Asian societies deeply influenced by Chinese culture [2].

Feng Shui is an ancient theory of environmental selection and spatial planning [3,4], and it has profoundly influenced the residential choices and urban environmental planning of Chinese society for thousands of years [5,6]. At the same time, as climate change has become a global focus, the concept and practice of green buildings [7] have developed rapidly around the world, gradually becoming an important development direction of the modern construction industry.

However, Feng Shui and green building, two concepts that seem to originate from different cultural backgrounds and eras, actually have much in common. Feng Shui emphasizes the harmonious coexistence of humans and the natural environment [8,9], as it focuses on the relationship between residential locations and the surrounding natural environment, and it pursues the living concept of "harmony between man and nature" [9–11]; in contrast, green buildings focus on the sustainable development of buildings and the environment, emphasizing energy conservation and carbon reduction, resource recycling, and attention to the health of residents [7,12]. This underlying commonality of concepts provides a new perspective for residential market research.

In residential purchase decision-making, the value evaluated by consumers is not only limited to the objective transaction price but also includes multiple subjective judgments, such as residential benefits, cultural compatibility, environmental benefits, value retention, appreciation potential, and market attractiveness. Rosen [13] proposed that the price of differentiated goods can be viewed as a set of implicit prices formed by their various attributes. Following this logic, Feng Shui quality can be regarded as a cultural, spatial configuration, and psychological comfort attribute of residential property, whereas green building features represent energy-saving, environmentally friendly, and sustainability-related attributes. Both may serve as important bases for homebuyers to evaluate housing market value, thereby influencing their perceptions of value retention, appreciation potential, and market attractiveness.

In recent years, Taiwan's real estate market has faced multiple challenges, such as high housing prices, declining birthrates, and an aging population. Developers and architects have been constantly seeking innovative marketing strategies to attract potential homebuyers [14]. In this context, how Feng Shui and green building elements influence homebuyers' decision-making process and the price they are willing to pay has become a topic of great research value [10,15–17]. It is worth noting that although existing studies have explored the impact of Feng Shui or green buildings on the real estate market separately, few studies have examined the joint impact of these two factors simultaneously.

1.2. Research Objectives

This study aims to explore the impact of residential Feng Shui quality and green building characteristics on the Taiwanese residential market and consumer purchase intention. Specifically, the aims of this study include the following:

- RO1. To examine whether Feng Shui quality of residential property has a positive effect on perceived green building features.
- RO2. To investigate whether Feng Shui quality of residential property has a positive effect on homebuyers' purchase intention.
- RO3. To examine whether perceived green building features have a positive effect on homebuyers' purchase intention.
- RO4. To investigate whether perceived green building features mediate the relationship between Feng Shui quality of residential property and homebuyers' purchase intention.

RO5. To examine whether age group moderates the relationships between residential attributes and homebuyers' purchase intention, including the relationship between Feng Shui quality of residential property and purchase intention, and the relationship between perceived green building features and purchase intention.

1.3. Research Questions

Based on the above research objectives, this study proposes the following specific research questions:

RQ1. Does Feng Shui quality of residential property significantly influence perceived green building features?

RQ2. Does Feng Shui quality of residential property significantly influence homebuyers' purchase intention?

RQ3. Do perceived green building features significantly influence homebuyers' purchase intention?

RQ4. Do perceived green building features mediate the relationship between Feng Shui quality of residential property and homebuyers' purchase intention?

RQ5. Does age group moderate the relationships between residential attributes and homebuyers' purchase intention, specifically the relationship between Feng Shui quality of residential property and purchase intention, and the relationship between perceived green building features and purchase intention?

2. Literature Review

With the improvement of people's living standards and the enhancement of environmental awareness, housing is not only a place to meet basic living needs but also an important carrier of life quality, personal values, and cultural beliefs. Feng Shui is a deeply rooted concept in Chinese society [18]. At the same time, global climate change and environmental pollution problems are becoming increasingly serious, and the concept and practice of green buildings are playing an increasingly important role in the modern residential market.

2.1. Feng Shui Concepts

Feng Shui is a set of theories and practices in traditional Chinese culture regarding the harmonious coexistence of humans and the environment [19]. Feng Shui theory has been integrated into human life and put into practice for more than a century [20]. Its core tenet emphasizes the coordination of "form–principle–human" to pursue auspiciousness and good fortune while avoiding adverse events. Feng Shui employs geometric forms to symbolize natural elements (e.g., celestial configurations and totems). Ancient practitioners believed that by imitating natural imagery, they could invoke unknown mystical forces and thereby imbue themselves with vital energy [21]. In residential selection, Feng Shui mainly considers factors such as geographical environment, building orientation, and spatial layout [22,23], emphasizing the principle of "storing wind and gathering energy" to achieve resident health, wealth, and happiness.

As market competition intensifies, developers are paying more and more attention to the use of Feng Shui elements in residential design and marketing. Many real estate developers hire Feng Shui consultants to participate in project planning and design to enhance product competitiveness. In Chinese society, mid- to high-end residential projects often emphasize the advantages of Feng Shui during the marketing process. Feng Shui considerations have gone beyond the scope of traditional superstition [24–26], and they have begun to combine with modern architecture and environmental psychology to form a more systematic perspective on residential environment evaluation.

Superstition can affect consumer purchasing behavior. For instance, the digit 8 is associated with prosperity and good luck, whereas the digit 4 is associated with death and bad luck. Such auspicious or inauspicious connotations can influence the market prices of products such as car license numbers, hotel room numbers, and apartment floor numbers [27,28]. More importantly, Peng et al. [28] noted that superstitious consumers may attach importance to the potential effects of lucky products on their fortunes and may therefore be willing to spend more money or time acquiring products with auspicious connotations. They further stated that a house with good Feng Shui is exactly the kind of product that can bring auspicious connotations. Extending this logic, this study conceptualizes the wealth position as a Feng Shui-based residential spatial cue associated with wealth, prosperity, the accumulation of auspicious energy, and good fortune. Rather than being merely a corner for placing wealth-attracting objects, the wealth position is defined in this study as a culturally embedded spatial symbol through which homebuyers or residents may evaluate the fortune-related and prosperity-related value of a dwelling. Feng Shui emphasizes the importance of the door because it serves as a key interface between the dwelling's interior space, external environment, airflow, and occupants' fortune. Shafii et al. [27] noted that Feng Shui can help locate and adjust a house's orientation, shape, entrance, road, and external factors to identify an auspicious location for an individual. Their review also includes entrance as part of the external layout and doors as part of the internal layout, indicating that doors are closely related to residential configuration, Qi flow, and housing selection. Taken together, although Feng Shui includes many principles, this study focuses on the combined role of the door and wealth position in Chinese residential selection. The door represents the key entry point of the external environment and Qi, while the wealth position symbolizes prosperity and auspicious residential value. Thus, their relationship provides a focused basis for examining how Feng Shui-related spatial beliefs influence homebuyers' housing evaluations and purchase behavior.

2.2. Green Building Development

Green buildings aim to maximize resource conservation, protect the environment, and reduce pollution across the entire building life cycle while also providing occupants with healthy, practical, and energy-efficient spaces that enable a harmonious coexistence with nature [29]. Various green building evaluation systems have been established around the world, such as LEED in the United States [30,31], BREEAM in the United Kingdom [30,32], EEWB in Taiwan [30], GASBEE in Japan, G-SSED in South Korea, and GBL in China [4]. These evaluation systems comprehensively assess the environmental performance of buildings from multiple dimensions, including energy use, water resource management, material selection [30], and indoor environmental quality.

The impact of green building certification on residential value is a focus of academic attention. Several market studies have shown that homes that have obtained green building certification typically enjoy a certain premium, which reflects the advantages of green buildings in energy conservation and emission reduction and improved living comfort. However, the value premium of green buildings varies in different regions and market conditions, and the extra cost that consumers are willing to pay for green features is affected by multiple factors [33].

Green buildings not only enhance the value of individual residences but also have important significance for the sustainable development of the overall residential market. Green buildings have promoted the innovation of construction technology and materials and driven the upgrading and transformation of the entire construction industry chain. At the same time, the promotion of green buildings helps improve the overall environmental quality of the community and enhances residents' sense of belonging and community

identity. From a global perspective, the green transformation of the residential sector plays a key role in achieving the carbon neutrality goal, and the large-scale promotion of green buildings is an important strategy for addressing climate change.

2.3. Comparison Between Feng Shui Quality and Green Building Features

Although Feng Shui quality and green building features are both treated as residential attributes in this study, they differ in nature. Green building features are relatively standardized and can be evaluated through formal certification systems, whereas Feng Shui quality is culturally embedded and subjectively interpreted by homebuyers. This study, therefore, focused on perceived Feng Shui quality and perceived green building features rather than objective technical assessment.

2.4. Housing Purchase Decision as a High-Involvement Process

Purchasing a home is one of the most important economic decisions for consumers, as it involves multi-dimensional considerations. Housing purchase decision usually divides influencing factors into economic factors (such as price, income, rent, and GDP) [34–37], practical factors (such as area, orientation, and transportation convenience), psychological factors (such as sense of security), and cultural factors (such as Feng Shui concepts and living habits) [27,38–40]. The weights of these factors vary in markets with different cultural backgrounds and stages of economic development. The decision-making process for residential purchases usually includes stages such as demand identification, information collection, plan evaluation, purchase decision, and post-purchase evaluation, and each stage is affected by different factors.

The psychological mechanisms by which Feng Shui factors in Chinese society influence purchasing intention are complex and diverse [5,10]. Feng Shui considerations may play a role in purchasing decisions through security mechanisms [5,41,42], a social identity mechanism (a sense of identity that conforms to social and cultural expectations) [10,43], and an expected return mechanism (expectations for future improvements in life and investment appreciation) [5]. Even consumers who do not explicitly agree with Feng Shui theory may be subconsciously influenced by “Feng Shui taboos.” The degree to which Feng Shui factors influence purchasing intention is closely related to the consumer’s education level, cultural background, and belief system. However, even among highly educated groups, Feng Shui factors still have a certain influence [44].

Green building characteristics influence consumers’ purchasing intention through multiple channels. The impact of green buildings on purchasing intention is mainly reflected in economic rationality (economic benefits brought by long-term energy conservation and consumption reduction), health demands, and environmental values [45,46]. With the popularization of environmental education and the intensification of environmental problems, the impact of green building characteristics on purchasing intention may increase, especially among the younger generation of consumers [47].

Zhao et al. [48] showed that Feng Shui layouts can improve courtyard wind conditions, ventilation performance, human comfort, and sustainability in architectural planning. These environmental functions are consistent with the principles of green buildings, which emphasize environmental responsiveness, health, comfort, and sustainable living. In addition, Shafii et al. [27] indicated that Feng Shui is an important factor affecting housing selection among Chinese buyers. Therefore, green building features may serve as a mediating mechanism through which traditional Feng Shui culture is translated into modern environmental housing value, thereby enhancing homebuyers’ purchase intention [27,48].

Feng Shui and green buildings may have a synergistic effect in influencing purchase intention. Preliminary research explored the points of convergence between Feng Shui concepts and green building principles, and there may be consistency between the two regarding natural light utilization, ventilation systems, water resource management, etc. Residential projects that emphasize good Feng Shui and green environmental protection may be more attractive to consumers than projects that emphasize only one of them [49]. The philosophy of “harmony between man and nature” in traditional Feng Shui and the concept of sustainable development in modern green buildings are essentially similar. The organic combination of the two may represent a direction for future residential development.

2.5. Age as a Potential Boundary Condition in Residential Attribute Evaluation and Purchase Intention

Traditional Feng Shui culture frames residential space as a culturally meaningful environment that links spatial arrangement with human well-being and housing evaluation. Hassan et al. [50] further showed that Feng Shui-related superstitious beliefs were significantly associated with young generations’ housing purchase intention. Since Feng Shui beliefs may be shaped by cultural socialization, generational experience, and different levels of attachment to traditional values, age may serve as a potential moderating factor in the relationship between Feng Shui culture and homebuyers’ purchase intention [50].

Green building features may enhance homebuyers’ purchase intention by providing environmental, functional, social, and long-term value benefits. Zhao and Chen [51] showed that perceived value is a crucial predictor of green housing purchase intention and that perceived functional, emotional, green, and social benefits positively influence perceived value. Kumar et al. [52] further compared Generation X and Generation Y in green housing purchase intention and found that attitude and green trust significantly influenced green purchase intention in both groups. Their findings also showed that environmental knowledge significantly influenced green purchase intention among Generation Y but not Generation X. Therefore, age may serve as a potential boundary condition in the relationship between green building features and homebuyers’ purchase intention [51,52].

2.6. Control Variable

Following prior studies on housing purchase intention and green housing consumption, this study included gender, age, education level, monthly income, marital status, number of children, and home-buying experience as control variables. These variables were controlled because home-buying intention may be influenced not only by housing attributes and psychological evaluations but also by consumers’ socio-demographic characteristics, financial capacity, household structure, and prior housing-related experience. Previous housing and green housing studies have considered similar demographic and household variables, such as gender, education, income, marital status, family size, housing assets, and housing-related background, when examining home-buying intention, green housing purchase intention, or willingness to pay for green housing [53–56]. Therefore, controlling for these variables helps reduce potential confounding effects and provides a clearer estimation of the relationships among Feng Shui quality, green building features and purchase intention.

3. Methodology

3.1. Research Framework and Hypothesis

The research framework is illustrated in Figure 1. Based on the literature on Feng Shui culture, green building features, and residential purchase decision-making, this study proposes that Feng Shui quality of residential property may influence homebuyers' purchase intention through both direct and indirect pathways. Specifically, Feng Shui quality is expected to be positively associated with perceived green building features, which may further enhance purchase intention. Therefore, perceived green building features are examined as a mediating mechanism linking Feng Shui quality to purchase intention. In addition, age group is included as a potential moderator because homebuyers from different age groups may differ in their cultural beliefs, environmental awareness, housing preferences, and evaluation of residential attributes. The research hypotheses are proposed as follows:

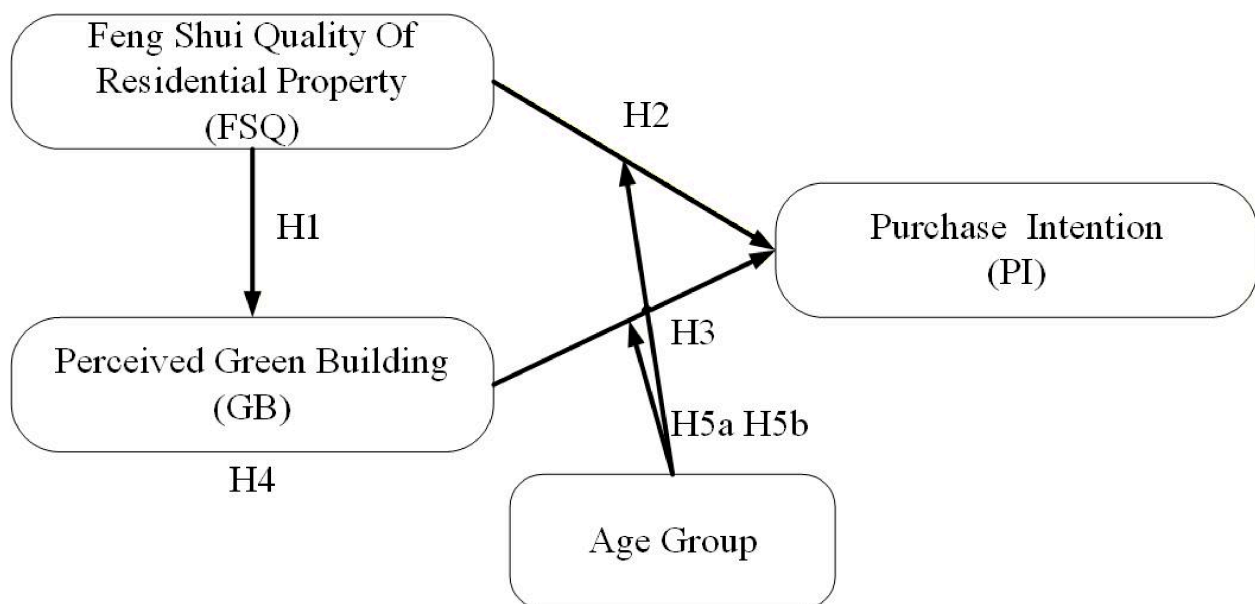


Figure 1. Research framework.

H1. *Feng Shui quality of residential property has a positive effect on perceived green building features.*

H2. *Feng Shui quality of residential property has a positive effect on homebuyers' purchase intention.*

H3. *Perceived green building features have a positive effect on homebuyers' purchase intention.*

H4. *Perceived green building features mediate the relationship between Feng Shui quality of residential property and homebuyers' purchase intention.*

H5a. *Age group moderates the relationship between Feng Shui quality of residential property and homebuyers' purchase intention.*

H5b. *Age group moderates the relationship between perceived green building features and homebuyers' purchase intention.*

3.2. Sample and Data Collection

Since the level of belief in Chinese religious culture and awareness of green buildings among individuals is not clearly known, this study employed a non-probability sampling method, specifically snowball sampling, to distribute the questionnaire. The survey was conducted online between February and March 2025, resulting in a total of 584 valid responses. The demographic profile of these 584 respondents is presented in Table 1.

Table 1. Sample demographics.

Variable	Frequency	Percent (%)	Variable	Frequency	Percent (%)
Gender					
Male	232	39.7	120,001–160,000	36	6.2
Female	352	60.3	Over 160,000	59	10.1
Age			Marital Status		
Under 35	41	7.0	Single	186	31.8
			Married	398	68.2
36–45	115	19.7	Number of Children		
46–55	224	38.4	None	179	30.7
56–65	141	24.1	One	108	18.4
Over 66	63	10.8	Two	203	34.8
			Three	75	12.8
Education Level			Four or more	19	3.3
High school or below	96	16.4	Home-buying experience		
College/University	297	50.8	No experience	148	25.3
Master’s degree	160	27.4	Purchased once	193	33.1
Doctor’s degree	31	5.3	Purchased twice	116	19.9
Monthly Income (NTD)			Purchased three times	52	8.9
Under 40,000	127	21.7	Purchased four or more times	75	12.8
40,001–80,000	249	42.7			
80,001–120,000	113	19.3			

Note: Percentages may not total 100% due to rounding.

3.3. Research Scale

This questionnaire was created using professional methods related to Feng Shui and green building. It was developed with rigor and precision based on scales and educational and psychological approaches. For details on the questionnaire's reliability and validity analyses, please refer to Sections 4.1 and 4.2.

The measurement items in this study are based on the objectives of the current study to create new items: seven items denoting Feng Shui quality; seven items for green buildings; and three items of purchase intention. Details of the measurement items employed in this study are provided in Table 2.

Each measurement item was measured using a five-point Likert scale. Respondents were asked to indicate their level of agreement with each statement, with response options ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). Higher scores reflect a greater degree of agreement with the corresponding item.

Table 2. Measurement items.

Construct		Item
Feng Shui Quality of Residential Property (FSQ)	FSQ_1	I believe that the energy flow within a house must take into account the proper location of the door.
	FSQ_2	I will pay attention to the air circulation of the house, but I will avoid the front door directly facing the back door or the door directly facing the window.
	FSQ_3	I will consider whether the orientation of the house is suitable for my birth date.
	FSQ_4	I care about whether the front door of my house faces an auspicious direction.
	FSQ_5	I will pay attention to the front door of my house avoiding the direction of bad luck (such as facing the elevator or stairs).
	FSQ_6	I care about whether the wealth position of the house is in a good location and not blocked.
	FSQ_7	I will keep the wealth area of my house clean and tidy.
Perceived Green Building (GB)	GB_1	When I decorate my home, I choose materials with a low carbon footprint.
	GB_2	I would care if my home has smart home appliance control systems to save energy.
	GB_3	I would value the installation of rainwater recycling systems in residential buildings.
	GB_4	I would consider installing a renewable energy system in my home (such as solar power generation).
	GB_5	I will attach importance to the green building label certification of residential buildings.
	GB_6	I care about the green building rating of the house (such as diamond or gold).
	GB_7	I think green building certification can increase the market value of a house.
Purchase Intention (PI)	PI_1	I am willing to pay a higher price for a home with good Feng Shui.
	PI_2	I am willing to pay a higher price for a home that combines good Feng Shui with green architecture.
	PI_3	I am willing to buy a house with good Feng Shui even if it takes a long time.

4. Results

4.1. Common Method Bias (CMB)

Harman's single-factor test was conducted as a preliminary diagnostic procedure to assess the potential presence of common method bias. This approach is commonly used in survey-based behavioral and management research to examine whether a single general factor accounts for the majority of covariance among measurement items [57]. Table 3 shows that the first component accounted for 48.577% of the total variance, which was below the commonly referenced 50% threshold. In addition, the extracted components collectively

explained 70.189% of the total variance, indicating that the variance was distributed across multiple components rather than being dominated by a single factor. Therefore, the results do not suggest the presence of a serious common method bias problem. Nevertheless, because Harman's single-factor test is a preliminary and relatively conservative diagnostic technique, it should not be treated as definitive evidence that common method bias is entirely absent. Prior studies have cautioned that common method bias should be assessed and interpreted using multiple procedural and statistical considerations rather than relying solely on a single-factor test [58–60]. Accordingly, the present results indicate that common method bias is unlikely to pose a substantial threat to the validity of the findings, although the possibility cannot be completely ruled out.

Table 3. Results of Harman's single-factor test.

Component	Eigenvalue	Variance Explained (%)	Cumulative Variance (%)
1	8.258	48.577	48.577
2	2.338	13.750	62.327
3	1.336	7.862	70.189

Notes: Extraction method: principal component analysis. Rotation method: none. The first factor explained 48.577% of the total variance.

4.2. Measurement Model

Table 4 presents the item reliability, construct reliability, internal consistency, and discriminant validity for the four constructs examined in this study.

Table 4. Factor loadings, reliability, KMO, and communalities.

Construct		Loading	Cronbach's α	KMO	Communality
Feng Shui Quality of Residential Property (FSQ)	FSQ_1	0.741	0.921	0.888	0.549
	FSQ_2	0.778			0.605
	FSQ_3	0.848			0.719
	FSQ_4	0.875			0.765
	FSQ_5	0.847			0.717
	FSQ_6	0.850			0.723
	FSQ_7	0.826			0.683
Perceived Green Building (GB)	GB_1	0.790	0.919	0.924	0.624
	GB_2	0.741			0.549
	GB_3	0.852			0.726
	GB_4	0.803			0.645
	GB_5	0.885			0.784
	GB_6	0.863			0.745
	GB_7	0.802			0.643
Purchase Intention (PI)	PI_1	0.911	0.855	0.710	0.831
	PI_2	0.889			0.790
	PI_3	0.842			0.710

According to Table 4, all factor loadings exceed 0.70, all Cronbach's α values are greater than 0.80, all KMO values are above 0.70, and all communalities are greater than 0.50. Therefore, the questionnaire demonstrates satisfactory measurement reliability and validity.

4.3. Results of Correlation Analysis

A Pearson correlation analysis was conducted to examine the relationships between the key variables. The results indicated that Feng Shui quality was positively correlated

with green building ($r = 0.526$, $p < 0.001$) and purchase intention ($r = 0.556$, $p < 0.001$). Similarly, green building was positively associated with purchase intention ($r = 0.486$, $p < 0.001$).

The detailed correlation coefficients between all constructs are summarized in Table 5.

Table 5. Descriptive statistics, correlations, and square roots of AVE.

Variable	Items	Mean	Standard Deviation	1. FSQ	2. GB	3. PI
1. FSQ	7	4.257	0.681	0.792		
2. GB	7	3.983	0.686	0.526 **	0.788	
3. PI	3	3.923	0.745	0.556 **	0.486 **	0.675

Notes: FSQ—Feng Shui quality; GB—green building; PI—purchase intention. The bold numbers on the diagonal are the square root of AVE. ** $p < 0.001$.

4.4. Confirmatory Factor Analysis (CFA)

To further assess the distinctiveness of the measurement constructs, this study compared the proposed three-factor model with two alternative measurement models. As shown in Table 6, the single-factor model showed poor fit to the data, with $\chi^2/df = 22.464$, GFI = 0.517, AGFI = 0.379, NFI = 0.627, CFI = 0.636, RMR = 0.087, and RMSEA = 0.192. This indicates that the measurement items were not adequately represented by a single common factor.

Table 6. Comparison of Alternative Measurement Models.

Factor	χ^2/df	GFI	AGFI	NFI	CFI	RMR	RMSEA
Single-Factor model	22.464	0.517	0.379	0.627	0.636	0.087	0.192
Two-Factor Model (FSQ + GB; PI)	19.168	0.526	0.386	0.685	0.696	0.082	0.176
Three-Factor Model (FSQ; GB; PI)	6.068	0.876	0.837	0.902	0.916	0.038	0.093

Notes: FSQ—Feng Shui quality; GB—Perceived Green Building; PI—Purchase Intention.

The two-factor model also showed poor fit, with $\chi^2/df = 19.168$, GFI = 0.526, AGFI = 0.386, NFI = 0.685, CFI = 0.696, RMR = 0.082, and RMSEA = 0.176. This suggests that combining Feng Shui quality and green building into one residential-attribute factor while treating purchase intention as another factor did not sufficiently represent the data structure.

Among the competing models, the proposed three-factor model demonstrated the best relative fit, with $\chi^2/df = 6.068$, GFI = 0.876, AGFI = 0.837, NFI = 0.902, CFI = 0.916, RMR = 0.038, and RMSEA = 0.093. Compared with the single-factor and two-factor models, the three-factor model had the lowest χ^2/df , RMR, and RMSEA values and the highest GFI, AGFI, NFI, and CFI values. These results suggest that Feng Shui quality, green building, and purchase intention are better represented as three correlated but distinct constructs.

However, because some fit indices did not fully meet ideal thresholds, particularly χ^2/df and RMSEA, the three-factor model should be interpreted as showing the best relative fit among the competing models rather than excellent fit. Compared with the previous model that included Housing Market Performance, the revised three-factor model is more parsimonious and conceptually more consistent with the revised research framework. Some fit indices improved slightly, including GFI, AGFI, and NFI, while CFI remained unchanged. However, χ^2/df and RMSEA did not improve and remained above commonly recommended thresholds. Therefore, the revised model should not be interpreted as having

excellent fit. Rather, it demonstrates acceptable but marginal fit and provides only cautious support for the distinctiveness of the retained constructs.

The first-order measurement model demonstrated satisfactory reliability and convergent validity. Table 7 shows that all standardized factor loadings ranged from 0.674 to 0.884, exceeding the recommended threshold of 0.70 [58,59]. The composite reliability values ranged from 0.861 to 0.921, which were above the recommended criterion of 0.70, indicating good internal consistency reliability [58]. In addition, all AVE values ranged from 0.621 to 0.675, exceeding the threshold of 0.50 and supporting convergent validity [60]. Therefore, the results indicate that the first-order measurement model possessed acceptable reliability, convergent validity, and item reliability.

Table 7. Factor loadings, composite reliability, and average variance extracted (AVE) for each construct.

Construct		Factor Loading	Composite Reliability	Average Variance Extracted
Feng Shui Quality of Residential Property (FSQ)	FSQ_1	0.674	0.921	0.628
	FSQ_2	0.710		
	FSQ_3	0.836		
	FSQ_4	0.868		
	FSQ_5	0.815		
	FSQ_6	0.831		
	FSQ_7	0.793		
Perceived Green Building (GB)	GB_1	0.735	0.919	0.621
	GB_2	0.683		
	GB_3	0.821		
	GB_4	0.760		
	GB_5	0.876		
	GB_6	0.858		
	GB_7	0.766		
Purchase Intention (PI)	PI_1	0.884	0.861	0.675
	PI_2	0.821		
	PI_3	0.754		

The path diagram of the confirmatory factor analysis (CFA) is presented in Figure 2.

The overall goodness of fit of the measurement model was further examined to assess whether the hypothesized measurement structure adequately represented the observed data. The results indicated the following model fit indices: $\chi^2 = 703.925$, $p < 0.001$, $\chi^2/\text{df} = 6.068$, GFI = 0.876, AGFI = 0.837, NFI = 0.902, CFI = 0.916, RMR = 0.038, and RMSEA = 0.093. Although the chi-square statistic was significant, this result should be interpreted with caution because the χ^2 test is highly sensitive to sample size. In studies with relatively large samples, even minor discrepancies between the observed and model-implied covariance matrices may lead to a statistically significant chi-square value. Therefore, model fit should not be evaluated solely on the basis of the chi-square statistic; rather, multiple fit indices should be considered collectively when assessing the adequacy of a structural equation model [61,62].

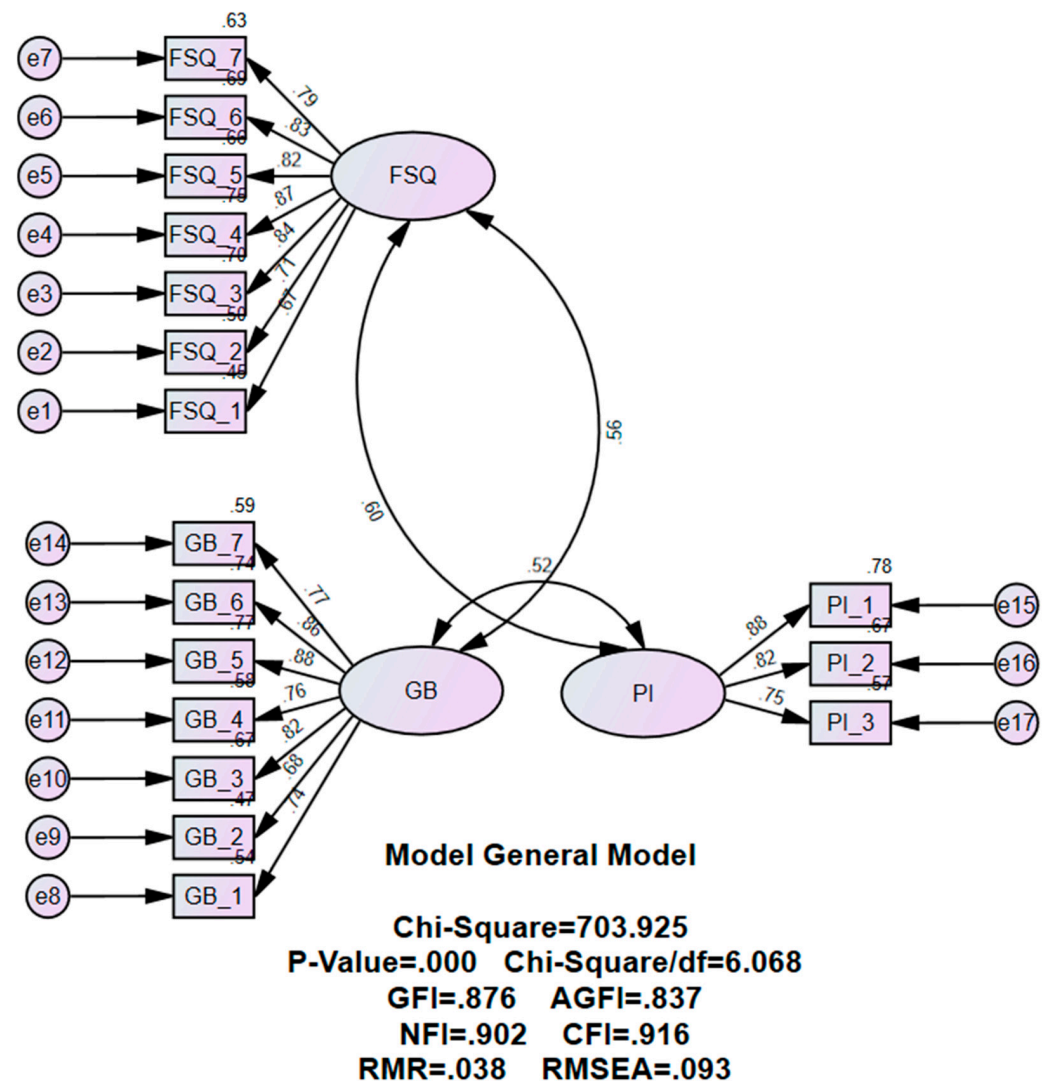


Figure 2. Path diagram from the confirmatory factor analysis (CFA).

In the present study, the CFI value of 0.916 exceeded the commonly adopted threshold of 0.90, suggesting an acceptable level of incremental fit. The NFI value of 0.902 exceeded the commonly adopted threshold of 0.90, suggesting an acceptable level of incremental fit. In addition, the GFI value of 0.876 and the AGFI value of 0.837 were both above 0.80, suggesting that the model achieved an acceptable level of overall fit under less stringent criteria commonly applied in social science research. The RMR value of 0.038 was relatively low, indicating a small average residual discrepancy between the observed and reproduced covariance matrices. However, the RMSEA value of 0.093 was slightly above the conventional 0.08 threshold, and the χ^2/df value of 6.068 was also slightly higher than the commonly suggested criterion of 5.00. These results indicate that the model should not be interpreted as demonstrating excellent fit; rather, it is more appropriate to describe the model as showing an acceptable but not ideal level of fit.

Although Hu and Bentler [63] proposed more stringent cutoff criteria for evaluating model fit, Marsh et al. [61] cautioned against the mechanical application of universal cutoff values without considering model complexity, sample size, measurement characteristics, and theoretical justification. Accordingly, the overall fit of the present measurement model was evaluated based on the combined evidence from multiple fit indices rather than any single criterion. Taken together, the results suggest that the measurement model

demonstrated an acceptable, albeit marginal, level of fit and was therefore considered adequate for subsequent reliability, validity, and structural model analyses.

4.5. Results of Regression Analysis

To test the proposed moderated mediation model, PROCESS Model 15 was used with Feng Shui quality of residential property as the independent variable, perceived green building features as the mediator, purchase intention as the dependent variable, and age group as the categorical moderator, with Age Group 1 as the reference group. Gender, education level, monthly income, marital status, number of children, and home-buying experience were included as control variables (see Table 8). The mediator model showed that Feng Shui quality had a significant positive effect on perceived green building features ($B = 0.5056$, $SE = 0.0361$, $t = 14.0167$, $p < 0.001$), yielding a significant overall model, where $F(7, 576) = 35.5878$, $p < 0.001$, and $R^2 = 0.3019$. This indicates that respondents who perceived higher Feng Shui quality were more likely to perceive stronger green building features. Therefore, Hypothesis 1 (H1) was supported. Furthermore, in the outcome model, Feng Shui quality had a significant positive conditional direct effect on purchase intention in the reference group ($B = 0.7042$, $SE = 0.1401$, $t = 5.0247$, $p < 0.001$) and across all other age groups, with confidence intervals excluding zero. Thus, Feng Shui quality was consistently and positively associated with homebuyers' purchase intention. Therefore, Hypothesis 2 (H2) was supported.

Table 8. Moderated mediation analysis of the relationship between FSQ and PI.

Dependent Variable Variable	GB				PI			
	Beta	SE	<i>t</i>	<i>p</i>	Beta	SE	<i>t</i>	<i>p</i>
Control Variable								
Gender	0.0526	0.0505	1.0401	0.2987	0.0657	0.0522	1.2598	0.2083
Education Level	−0.0688	0.0335	−2.0550	0.0403	0.0595	0.0348	1.7102	0.0878
Monthly Income	−0.0473	0.0231	−2.0519	0.0406	−0.0013	0.0247	−0.0509	0.9594
Marital Status	0.0282	0.0680	0.4149	0.6784	0.0266	0.0709	0.3750	0.7078
Number of Children	0.0350	0.0294	1.1887	0.2350	−0.0497	0.0315	−1.5776	0.1152
Home-Buying Experience	0.0093	0.0216	0.4309	0.6667	0.0367	0.0231	1.5879	0.1129
Independent Variable								
FSQ	0.5056	0.0361	14.0167	***	0.7042	0.1401	5.0247	***
Mediation Variable								
GB					0.1940	0.1509	1.2851	0.1993
Moderation Variable								
Age = 2					1.1732	0.7112	1.6495	0.0996
Age = 3					0.5827	0.6728	0.8661	0.3868
Age = 4					0.0082	0.7267	0.0113	0.9910
Age = 5					−0.0335	0.8488	−0.0395	0.9685
Interaction Term								
Interaction 1 (FSQ × Age = 2)					−0.2585	0.1661	−1.5564	0.1202

Table 8. Cont.

Dependent Variable Variable	GB				PI			
	Beta	SE	<i>t</i>	<i>p</i>	Beta	SE	<i>t</i>	<i>p</i>
Interaction 2 (FSQ × Age = 3)					−0.2160	0.1563	−1.3824	0.1202
Interaction 3 (FSQ × Age = 4)					−0.3442	0.1702	−2.0224	0.0436
Interaction 4 (FSQ × Age = 5)					−0.1686	0.1866	−0.9035	0.3666
Interaction 5 (GB × Age = 2)					−0.0030	0.1765	−0.0170	0.9864
Interaction 6 (GB × Age = 3)					0.0612	0.1661	0.3685	0.7126
Interaction 7 (GB × Age = 4)					0.3348	0.1738	1.9257	0.0576
Interaction 8 (GB × Age = 5)					0.1843	0.2091	0.8818	0.3783
Condition Effect								
Conditional Direct effect (IV > DV)	Beta		SE		LLCL		ULCL	
Age = 1	0.7042		0.1401		0.4289		0.9795	
Age = 2	0.4457		0.0897		0.2695		0.6220	
Age = 3	0.4881		0.0703		0.3500		0.6263	
Age = 4	0.3599		0.0969		0.1697		0.5502	
Age = 5	0.5356		0.1235		0.2931		0.7781	
Conditional indirect effects (IV > M > DV)	Beta		Boot SE		Boot LLCL		Boot ULCL	
Age = 1	0.0981		0.1023		−0.1104		0.2973	
Age = 2	0.0965		0.0628		−0.0065		0.2397	
Age = 3	0.1290		0.0479		0.0485		0.2361	
Age = 4	0.2673		0.0525		0.1641		0.3719	
Age = 5	0.1913		0.0743		0.0502		0.3403	

Notes: N = 584. Unstandardized coefficients are reported. SE—Standard error; FSQ—Feng Shui quality of residential property; PI—purchase intention; Age = 1: Under 35; Age = 2: 36–45; Age = 3: 46–55; Age = 4: 56–65; Age = 5: Over 66; *** $p < 0.001$. Bootstrap samples = 5000.

Regarding the mediator's effect on the outcome, perceived green building features did not significantly affect purchase intention in the reference age group ($B = 0.1940$, $SE = 0.1509$, $t = 1.2851$, $p = 0.1993$). However, the conditional effects were significant in Age Group 2 ($B = 0.1909$, $SE = 0.0918$, $p = 0.0380$), Age Group 3 ($B = 0.2552$, $SE = 0.0699$, $p = 0.0003$), Age Group 4 ($B = 0.5287$, $SE = 0.0873$, $p < 0.001$), and Age Group 5 ($B = 0.3783$, $SE = 0.1451$, $p = 0.0094$), indicating a positive association in most age groups. Therefore, Hypothesis 3 (H3) was partially supported. Subsequently, the conditional indirect effects of Feng Shui quality on purchase intention through perceived green building features were

examined. The indirect effect was not significant in Age Group 1 (effect = 0.0981, Boot 95% CI [−0.1104, 0.2973]) or Age Group 2 (effect = 0.0965, Boot 95% CI [−0.0065, 0.2397]). However, the indirect effect was significant in Age Group 3 (effect = 0.1290, Boot 95% CI [0.0485, 0.2361]), Age Group 4 (effect = 0.2673, Boot 95% CI [0.1641, 0.3719]), and Age Group 5 (effect = 0.1913, Boot 95% CI [0.0502, 0.3403]). This demonstrates that perceived green building features mediated the relationship between Feng Shui quality and purchase intention in some age groups, especially Age Groups 3 to 5. Therefore, Hypothesis 4 (H4) was partially supported.

The moderating roles of age group were then evaluated. The overall interaction between Feng Shui quality and age group on purchase intention was not significant, $\Delta R^2 = 0.0048$, $F(4, 563) = 1.1195$, $p = 0.3463$, indicating that the strength of the direct relationship did not significantly differ by age group. Therefore, Hypothesis 5a (H5a) was not supported. Similarly, the interaction between perceived green building features and age group approached significance but fell short of the conventional 0.05 level, $\Delta R^2 = 0.0102$, $F(4, 563) = 2.3691$, $p = 0.0515$. Therefore, Hypothesis 5b (H5b) was not supported. Finally, the indices of moderated mediation confirmed that age group did not significantly moderate the indirect effect, as all bootstrap confidence intervals included zero: W1 (Age Group 2 vs. 1; index = −0.0015, Boot 95% CI [−0.2215, 0.2449]), W2 (Age Group 3 vs. 1; index = 0.0310, Boot 95% CI [−0.1807, 0.2686]), W3 (Age Group 4 vs. 1; index = 0.1693, Boot 95% CI [−0.0465, 0.4003]), and W4 (Age Group 5 vs. 1; index = 0.0932, Boot 95% CI [−0.1467, 0.3463]).

Overall, the results show that Feng Shui quality is an important predictor of both perceived green building features and purchase intention. Perceived green building features partially mediated this relationship in some age groups. However, age group did not significantly moderate either the direct relationship or the indirect effect. Therefore, while the direct and indirect effects varied descriptively across age groups, the age-related moderation hypotheses (H5a and H5b) and the overall moderated mediation effect were not statistically supported.

5. Conclusions

5.1. Academic Implications

This study provides academic implications for the literature on residential purchase decision-making by examining traditional Feng Shui quality and perceived green building features within the same empirical framework. Previous research has often discussed Feng Shui and green building features as separate residential considerations. In contrast, this study treats them as two types of housing attributes that may jointly shape homebuyers' purchase intention. The findings show that Feng Shui quality was positively associated with perceived green building features and purchase intention. This suggests that culturally embedded housing attributes may still be relevant in contemporary residential markets, particularly in cultural contexts where Feng Shui remains part of housing evaluation. However, this finding should be interpreted as evidence of perceived associations among homebuyers rather than as evidence that Feng Shui quality objectively produces green building performance.

Second, this study contributes to the discussion on the relationship between traditional environmental culture and modern sustainability-oriented housing attributes. The significant positive effect of Feng Shui quality on perceived green building features suggests that respondents who perceived stronger Feng Shui quality were also more likely to perceive stronger green building features. This may indicate that some homebuyers cognitively associate selected Feng Shui-related residential features, such as spatial arrangement, air-flow, orientation, and wealth-position considerations, with broader ideas of residential

comfort, environmental harmony, and sustainability. Nevertheless, this interpretation should remain cautious because the study measured respondents' perceptions rather than objective architectural or environmental performance. Therefore, the result supports a perceived conceptual linkage between Feng Shui quality and green building features, but it does not demonstrate technical equivalence between the two.

Third, this study provides limited but useful evidence regarding the mediating role of perceived green building features. The results showed that perceived green building features mediated the relationship between Feng Shui quality and purchase intention only in some age groups, while the indirect effects were not significant in all groups. Therefore, green building features should be interpreted as a partial and conditional explanatory mechanism rather than a universal mediator. This finding suggests that Feng Shui quality may influence purchase intention directly and in some cases it may also operate indirectly through homebuyers' perceptions of green building features. Academically, this contributes to a more nuanced understanding of how traditional cultural attributes and modern sustainability-related attributes may coexist in residential purchase decision-making.

Finally, this study refines the role of age group in the proposed model. Although age group was proposed as a potential moderator, the interaction between Feng Shui quality and age group was not significant, and the interaction between perceived green building features and age group only approached significance but did not reach the conventional 0.05 level. In addition, the indices of moderated mediation were not significant. These findings indicate that age group did not significantly change the direct or indirect relationships in the model. Therefore, the results should not be interpreted as evidence of clear generational differences. Instead, they suggest that Feng Shui quality and perceived green building features may have relatively similar relevance across age groups in this sample. This cautious interpretation helps avoid overclaiming age-based differences and provides a more statistically appropriate contribution to housing purchase research.

5.2. Practical Implications

The findings provide several practical implications for architectural design and residential planning. First, Feng Shui should not be treated only as a vague cultural belief in architectural practice. Instead, it can be translated into more operational spatial considerations during early-stage residential design. Based on the measurement items used in this study, these considerations include the location of the main door, the relationship between the front door, back door, and windows, indoor air circulation, house orientation, the auspicious or inauspicious direction of the entrance, and the spatial arrangement of the wealth position. These elements do not need to be interpreted as deterministic design rules; rather, they may serve as culturally meaningful design parameters that help architects understand how some homebuyers evaluate residential space. Therefore, architects and planners may consider these factors as part of user-sensitive design, especially in housing markets where Feng Shui remains relevant to residents' spatial perception and housing evaluation.

Second, the results suggest that some Feng Shui-related spatial concerns may overlap with architectural design issues that are also relevant to green building principles. For example, concerns about airflow, door placement, window relationships, spatial openness, orientation, and natural ventilation can be discussed alongside design strategies for indoor environmental quality, daylighting, ventilation, thermal comfort, and energy efficiency. This does not mean that Feng Shui and green building are technically equivalent. Rather, the practical implication is that architects may use these overlapping concerns as a starting point for integrating culturally familiar spatial preferences with evidence-based environmental design. In this sense, residential projects can be designed to address both perceived cultural

comfort and measurable environmental performance without reducing either Feng Shui or green building to a marketing label.

Third, the findings indicate that perceived green building features partially explained the relationship between Feng Shui quality and purchase intention in some age groups. For architectural practice, this suggests that design teams should not simply add symbolic Feng Shui elements after the design is completed. Instead, spatial layout and environmental performance should be considered together from the planning stage. For example, designers may examine whether the entrance configuration supports clear circulation, whether interior layouts avoid uncomfortable direct alignments, whether natural ventilation and daylighting are improved, whether low-carbon materials and smart energy-saving systems are incorporated, and whether rainwater recycling or renewable energy systems are feasible. These strategies can help transform abstract Feng Shui-related concerns into more concrete design decisions that also correspond to green building objectives.

Finally, because age group did not significantly moderate the direct or indirect relationships in the model, the design implications should not be framed as applying only to a specific generation. The results do not provide sufficient evidence to claim that Feng Shui-oriented or green building-oriented design should target only younger or older buyers. Instead, architects may interpret the findings more cautiously: culturally meaningful spatial arrangements and sustainability-oriented building features may both be relevant across different age groups in this sample. Future architectural research should further test specific spatial parameters, such as entrance location, door-window alignment, ventilation paths, building orientation, daylight access, and wealth-position layout, using objective design data, environmental simulations, or post-occupancy evaluations. This would help move Feng Shui-related housing research from general belief-based discussion toward more concrete architectural design knowledge.

5.3. Research Limitations

First, this study used a self-reported questionnaire, and all key variables were measured based on respondents' perceptions. Therefore, the findings should be interpreted as perceived Feng Shui quality, perceived green building features, and self-reported purchase intention, rather than objective architectural performance or actual purchasing behavior. Although common method bias was examined, the use of a single survey source means that such bias cannot be completely ruled out.

Second, this study adopted a cross-sectional design. The results can show associations among Feng Shui quality, perceived green building features, and purchase intention, but they cannot confirm causal relationships. Future research could use longitudinal, experimental, or scenario-based housing evaluation designs to examine whether changes in spatial or green building features affect homebuyers' evaluations.

Third, the Feng Shui quality construct focused on selected Yangzhai Feng Shui-related residential features, including door configuration, air circulation, house orientation, auspicious direction, and wealth-position arrangement. Thus, it should not be interpreted as a comprehensive measure of the entire Feng Shui system. Future studies could develop broader design-oriented Feng Shui scales covering external environment, building form, interior layout, furniture placement, and courtyard arrangement.

Fourth, green building features were measured through perceived attributes rather than technically verified building performance. Although the items included low-carbon materials, energy-saving systems, rainwater recycling, renewable energy systems, and green building certification, this study did not verify actual environmental performance. Future architectural research could combine survey data with objective indicators such as

energy use, daylighting, ventilation, indoor environmental quality, water recycling, and certification records.

Fifth, the sample was collected through snowball sampling in Taiwan. Although the sample size was adequate for statistical analysis, the non-probability sampling method may limit generalizability. Because Feng Shui beliefs and green building awareness may differ across cultural and housing market contexts, future studies could use probability sampling, more balanced samples, or cross-cultural comparisons.

Sixth, this study is limited by its same-source and same-time survey design. All key variables were measured using a self-reported questionnaire at a single point in time. In addition, some questionnaire items were phrased as evaluations of favorable residential attributes, such as proper door location, air circulation, orientation, wealth-position arrangement, low-carbon materials, energy-saving systems, rainwater recycling, renewable energy systems, and green building certification. As a result, respondents may have been influenced by a general positive evaluation tendency toward desirable housing attributes. Although Harman's single-factor test was conducted as a preliminary diagnostic procedure, this method cannot fully rule out common method bias. Future studies should consider time-lagged designs, multi-source data, objective architectural performance indicators, scenario-based experiments, or more neutral item wording to reduce potential response bias.

Finally, age group was not supported as a significant moderator. Therefore, the findings should not be interpreted as evidence of clear age-based differences. Future research could examine other boundary conditions, such as Feng Shui belief intensity, environmental concern, green building knowledge, housing type, purchase purpose, income level, or prior home-buying experience. Future studies may also test specific design parameters, such as entrance location, door-window alignment, ventilation path, daylight access, orientation, spatial layout, and wealth-position configuration.

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Informed Consent Statement: Patient consent was waived due to the fact that this study did not collect any personally identifiable information, all questionnaire data were collected and analyzed anonymously, and the findings are reported only in aggregate statistical form. Requiring participants to sign a separate written informed consent form could have increased the risk of identifying individual participants. Therefore, a separate written informed consent form was not considered necessary for this anonymous, low-risk, and non-interventional survey. Participants' voluntary completion of the questionnaire after being provided with the relevant study information was regarded as their consent to participate in the study.

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors upon request.

Conflicts of Interest: The authors declare no conflicts of interest.

Abbreviations

The following abbreviations are used in this manuscript:

FSQ	Feng Shui Quality of Residential Property
GB	Perceived Green building
PI	Purchase intention
CR	Composite reliability
AVE	Average group variance extracted

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