Factors Influencing Property Investment Decision among Professional Employees in Malaysia

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Abstract

Property is the largest lifetime investment to most professional employees in Malaysia. However, there is dearth study about the property investment in Malaysia. Several people are not sensitive to this long-term investment and only assume housing is only a shelter to fulfil their basic needs. Thus, this research will explain the relationship between factors that influencingproperty investment decision making among professional employees in Malaysia. The main objective is to identify the possible variables that would influence theproperty investment decision. Indirectly, this study also targeted to recommend or promote long term investment property among professional employees in order to expand their economic earnings. Result showed that the most factor that influence the property investment decision among professional employees is geographical factor.

Keywords: Property, investment, professional employees, decision making, Malaysia

Presentation preference: In Absentia

INTRODUCTION

Malaysia is included as one of the developing countries due to the development of the housing and properties industry where the construction of those area increasing without restrictions (Jaafar & Ali, 2011). As housing demand increases from time to time, the property construction sector has used conventional development methods to provide the best service in the concept and creation that meets consumer criteria as well as buyers (Yusof, et al., 2011). According to LoicChiquier and Michael Lea, concept of property financing is the consolidation of complex issues from various sectors driven by aspects that often change according to the environment, culture, socio-economy of the country as well as political and regulatory systems. Based on LaporanEkonomi Malaysia, home financing basically is the largest financing services in Malaysia and being considered as the simplest products that available in financial services arena (Jalil, et al., 2010). From this, it can be concluded that housing and property financing are basically about the amount of mortgage funds that should be considered to be invested in purchasing property like house, land and buildings.

Housing property is indeed an important basic needs of human being which it develop gradually from a simple shelter and then become into more modern housing units like today (Omtatah, 2014). Housing is one of the basic priorities of society in meeting their social needs as well as making it as an important component of the city's economy, in turn leads to a policy that will ensure all citizens have equal rights in finding the right place for shelter (Ong, 2013). Anthony Omtatah (2014) said that in this globalization era, as the population of people on the rise from day to day, the needs for housing as shelter also increasing rapidly depending on stipulated time. Therefore, property investment will have a tremendous impact on both economy and basic needs of people when rapid urbanization happened in developing countries. However, property investment also play an important roles in providing it as assets investment to human (Akinwunmi, 2009). Typically, the ordinary house owner usually considered his house as his major investment of assets in his portfolio and also represent as largest store of wealth (Aqubamicheal, 2009). In fact, housing financing being considered as good investment as (Gupta & Sinha, 2015) has proven that housing finance plays vital role in economic and development of investment growth among the community in Malaysia.

Mansor and Zakaria (2007), argued that demand in property investment would increase if influenced by the intentions and desires of employees to become an investor. Therefore, by studying the factors that affect property investment, the problem of excess supply can be avoided. According to previous studies by Bramley, Bartlett and Lambert (1995), market systems will be damaged if influenced by unethical planning and speculation by housing and property developers. Therefore, the topic of this study is very important for investors to make investment decisions wisely. Property investment contributes to the country's economy as well as gains to employees who make investments while acting as an advantage over inflation. Previous researcher, argued that economists have conducted a study to understand the needs and requirements of investors which are the workers in their

priorities making investment decisions (Maclennan, 2002). Therefore, researchers found that there was a gap between investor expectations and developers 'perceptions which would lead to investors' dissatisfaction. Then, this study was conducted to examine factors such as demographic, economic, design and location factors, Feng Shui as well as geography in influencing investment decisions of workers in Malaysia. At the same time it can narrow the gap between investors and real estate developers.

According to Bank Negara Malaysia report (2014), property investment become as major investment sector in Malaysia. In fact, through this study investors, developers and financial institutions can increase their knowledge of the advantages that will encourage employees to invest in the property sector. Not only that, investors will also get more insight into the idea of making their assets as a source of their investment (Natasha and Hassan, 2015). According to Virlics (2013), in order to have a good investment decision, the employees need to understand and learn every possible investment opportunity and did not make rush decisions. This is because every investment made will result in profit or loss of investors.

The background of this study is to clarify the factors that impacting on home or property investment decision among professional employees in Malaysia. In general, there are many factors that can be observed in this study which will give influence to the employees to make property investment decisions nowadays. Growth and economic development of the country is provided through the quality of the housing investment. In line with the government's mission to achieve developed nation vision by 2020, overall economic development is very important. Not only that, every year the population of Malaysia is rapidly growing, as well as it has increased demand in housing. However, the volume of housing construction is not a problem for the government to provide it (Warnock & Warnock, 2008), but the problems faced are the capability, willingness and comfort of investors in the investment of housing sector. The housing financial is

usually focused on the current mortgage market which leads to the selection of investors in buying their assets where it depends on several factors that are reasonable in the economic market (Forrest, 2014). However, the most important thing is whether the place is free with the comfort and willingness of investors for their long-term investment.

According to Government of Malaysia, (Tsatsaronis& Zhu, 2013) investment in housing sector contributes a large percentage in real estate as it can lead to the investor's decision to purchase long-term or short-term property in line with respect of the demand and supply for their future investment. Amatete (2016) said if the investment for the housing sector is at its best level, the real estate market can provide useful results to the country's social economy and its society. Hence, through this study it demonstrates efforts to analyze and investigate the factors influencing home or property investment decision among professional employees in Malaysia. In fact, the developers need to aware about the characteristics that the purchasers would check out when they are interested to invest in the residential or other property investment.

Today, many developers are offering their projects such as residential, commercial and building properties in Malaysia. Since the level of competition for this sector is increasingly fierce, it is difficult for them to sell their products. Due to various choices in the market, investors will have the specific criteria they want in their investment. Therefore, developers need to observe the selection of investments required by investors such as location and design, prices, facilities, geographical conditions and so on in order to attract them to invest in their property (San, 2016). As market competition is increasingly fierce, it is a good sign for investors as they will have more advantages in property's offer from developers. This is because developers will try to attract investors by offering attractive packages and promoting their company's market to the investors.

The aim of this study is to evaluate the factor that impacting on home or property investment decision among professional employees in Malaysia. Specifically, the objectives of this study are as follows:

- To analyse the relationship between demographic factors and property investment decision among professional employees in Malaysia.
- To analyse economic variables that affect the investment decision of the professional employees in Malaysia.
- To identify whether Feng Shui factors affected the customer's investment decision.
- To identify whether design and location factors give negative or positive impact to property investment decision.
- To analyse how geographical factors influencing employees in making decision to invest.

LITERATURE REVIEW

According to Turner (2018), property investment is involving real estate property like housing and building that have been purchased by the investors that are aiming to gain profit or return in the future with their investment. Although, there is criticism that real estate investment is not productive as it takes long time, but it is getting more attention from many investors as it is very useful as an asset. Therefore, this paper aims to examine the relationship between the property investment decision makings that depends on its main factors such as demographic, economic, design and location, Feng Shui and geographical.

Demographics Factor

Chin Kok San (2016) argues that demographic criteria that often being measured are age, marital status, education level, income and race that will affect property investment activities. Nevertheless, not all of these criteria will affect the property market's real estate investment and cause researchers to research the truth of the statement. This is because when the population increases, demand for housing investment also increases. Therefore, this demographic factor may

influence the increase and decrease in investment financing of housing. Age is one of the most important criteria in real estate or residential investment as there is a difference in opinion between the older generation and the young. Hurtubia et al., (2010) said that retired older generation would prefer to invest in real estate with design that has flexible space to facilitate their movement. Wu (2010) said that young people are more likely to make housing choices because they are experiencing the stage of life into adulthood at home leaving parents and migrating to work and marriage. Krainer (2005) finds that respondents aged 60 years and above refuse to invest into the housing sector although they are capable but different for their young people are more likely to invest in the housing sector. Based on research conducted by previous researchers, there is a critical demand for the housing investment sector as they feel that their current housing option is limited. Researchers explaining the priorities of other factors emphasized by young people based on demographic and socioeconomic characteristics. Previous studies have shown that the priority of housing investment depends on demographic characteristics such as age, household capability, population size of a household and others (Islam, 2012).

The relationship between home or property investment decision and demographic changes is complex and dynamic. Therefore, young professional workers are more likely to decide on investing in different types of housing based on their age and level of living. For example, demographic factors such as the age population will influence the decision of housing financing that should be invested from time to time. For young people who want to bring their parents together, they emphasize the situation around the housing whether it brings comfort or not to them (Rossi & Weber, 2010). Previous studies have argued that age will help them identify the current life cycle of young families and old couples based on the selection of the type of investment undertaken.

In addition, the size of the household population should also be taken into account if the population size of the house is above seven or more, then indirectly they need to invest in

large-scale housing such as bungalows or terraced terrace houses. In fact, the lifestyle of young investors is also taken into account. If they want a quiet place and have strict security controls or they prefer a cheerful housing area with children's atmosphere and friendly neighborhood affection. For investors who like peacefulness, they will choose to invest in residential areas that practice green environment. In fact, Royal Bank of Canada and the Pembina Institute (2013) find out that there are also demographic trends leading to housing units such as apartments or condominiums. For such housing financing, it is appropriate for families who living in low cost rates. Hence demographic factors also have an impact on the selection of real estate investment in a group (Gupta & Sinha, 2015).

Besides that, gender also included into demographic factors. Chen and Volpe (2002) propose that sexual category be the variable in housing investment because they are less literate in the value of real estate investment. This is because, it seems they have less confidence when asked about current sector investments if compared to men. Women are said to be less credible and knowledgeable about investment finances as they are often associated with housewives (Janor, et al., 2016). So, some researchers decide that some housewives never care about the investment sector as they are quite busy managing their household. Men are said to monopolize investment finances as women because they are the heads of their families. Men bear heavy loads to provide a comfortable place to live and to meet their family's tastes. In fact, investing in the investment sector can benefit them in the future and generate income for their families (Wong, 2002). Hence, they are seen to be more involved in the property investment sector.

Through the theoretical framework on gender, it shows that some women are only given the power to make decisions in limited and controlled housing financing investments. Feminist analysis states that power relations between men and women are not the same as women are restricted to resources that they could access (Mills, 2014). Therefore, women face difficulties in making investment

financing decisions due to the lack of authority in the community. Such beliefs have led the perception of housing developers rather than offering housing investment to women as they believe women have no credibility and will make the worst investment decisions gradually diminish purchasing power or women's investment. Hence, men are believed to be able to make profitable investment decisions as they have more power than their housewives.

According to Boudet et al (2012) said men and women were not treated equally due to job and economic opportunities. This is because men are more likely to travel to the city and are vulnerable to economic growth than women who are still afraid to get out of the interior and have limited opportunities. However, there are also urban women who work and have greater power and are capable of investing in housing finance with their own results. For urban women's views, they are more realistic in mind where they will focus more on the atmosphere of the residential area before investing. For example, it is a norm for women to invest in a more relaxed area with a friendly neighborhood and have easy access to public hospitality. This is contrary to the choice of men as they prefer a prestigious residential area which can symbolize dignity or grandeur as family leaders and provide high market values (Rakodi, 2014).

The level of education is also an influence in the real estate investment cycle. According to Hurtubia et al., (2010), different levels of education will encourage them to choose properties that are appropriate to their level of ability. Barlow (2003) strongly argues that employees with higher education will invest in expensive property while on the other hand for those with low education, will have low desire to invest in property or housing investment. With regards of the past studies on demographic factors, the following hypothesis is developed:

H_0: *There is no relationship between demographic factors with property investment decision*
H_1: *There is a relationship between demographic factors with property investment decision*

Economic Factor

Boykin and Ring (1993) support that economic factors directly affect the real estate market such as salaries, interest rates and personal savings. Previous researchers have pointed out that the real estate market will be affected by inflation. Property tends to increase its value from time to time because of its steady market sales and slower rate of depreciation when compared to other asset investments. The employees will emphasize the price of the property to be less than the inflation price as they expect inflation to occur, they will only get a low return rate. Therefore, investors will compare reasonable prices before making investment decisions to get capital appreciation.

The property market is one of the first markets that will be affected by the increase in interest rates. If interest rates are high, it will slow down economic growth as well as a reduction in property investment demand by investors. This is because low-income workers cannot afford the interest rate charged and they would not be interested in investing in the property. In fact, interest rates will also affect developers as their materials costs and labor costs will increase. Due to the need to cover the additional costs, developers need to increase property prices. Barrett and Blair (1988) said that the developers would have an excess of supply because the employees did not want to invest due to their excessive value, thus affecting the property market and the development in Malaysia. On the other hand, if the developer offers promotional or discounted prices it will cause demand from investors to increase. This is because promotion is one of the best tactic to attract the buyers to invest (Aqubamicheal, 2009).

In addition, the developer should target married employees to invest in housing and properties. Fontela and Gonzalez (2009) said that usually married workers are more likely to have their own home and they have a high purchasing power as both working and have a high income. Although Turner and Lue (2009) object to this argument, Ariffin (2010) said that married couples had a high probability in property investment because they needed a larger home after marriage and needed a

suitable home for their household. However, for unmarried workers they are less interested in making housing investment because for them the size of the house is not suitable for single people like them. In addition, their economic condition also does not allow them to invest as they have no advantage of sharing revenue opportunities. This reason is reinforced by Kranz and Hon (2006) because if the individual salary is included in low income and makes it difficult for the employee to apply for an investment loan. Therefore, property investment demand would not increase due to this fact.

The following hypothesis are developed based on the past literatures:
H_0: *There is no relationship between economic factors with property investment decision*
H_1: *There is a relationship between economic factors with property investment decision*

Location and Design Factor
Among the factors that will attract buyers to invest in the housing and real estate sector are location and design. Location plays an important role in influencing the success of housing investment because housing areas that have the best location often get high profit returns (Zhang, 2012). Location is a critical factor in the selection of housing to be invested as it will lead to long-term financial burdens of investors, social interactions and daily activity of investors, health and safety assurance, as well as costs that will be imposed on others. The topography of different residential areas that have impressive designs designed by architects will get the attention of investors to seize the opportunity. This is because some residential areas are built on dangerous areas such as hillside. Such a location makes the investor not interested in investing his money because of unsecured security (Litman, 2017). Imagine if heavy rain erodes the hills, it is likely that the life of the family buyer will be threatened. Thus, investors are very concerned about the location.

According to Della, Purwanita and Muhammad (2016), when talking about property financing, the property sites will give a strong influence on consumer's purchasing power. For the consumers with the higher ability to move requires a residential area close to the city center to facilitate the movement of users from one place to another for a short period of time. Apart from that, large family consumers are more likely to choose a place that has a broader location which close to the public facilities like schools, markets, public transports station and hospitals in order to provide a high level of comfort. In fact, the importance of housing is taken into account in term of good physical condition such as land conditions, environmental conditions, accessibility, proximity to public facilities and utility networks such as electricity, gas and water (Putri, et al., 2016). However, property value will often be determined by the location of the property. The demand or tendency of consumers is influenced to the residential area located near the city center. This is because strategic location of housing such as proximity to entertainment and activities can provide a safe and profitable investment in the future

In addition, location and design factors are emphasized in the selection of housing investment due to the status of the area and the current investment value of the area. This is because most investors prefer to choose a prestigious area and a design that illustrates luxury. Zhang and Lin (2011) prove the difference between a simple residential location and a luxury residential location. For buyers who are investing in unsecured and non-lively residential areas such as flat houses, wealthy investors do not look directly at such areas that did not has high prestige and unsafe. Moser (2011) stated that it can be seen that the difference in terms of social status, occupational status will be a measurement in the selection of quality housing locations.

Additionally, the home features that include indoor and outdoor designs, building quality and finishing characteristics are expected by Adair et al., (1996), Opuku and Abdul-Muhmin (2010) will affect the individual residential investment decisions. The fact that the design factor will influence investment decisions amongst employees supported by some scholars which are Haddad, Judeh and Haddad (2011) where as a result of their study they find that investors are more motivated to invest if the property design is

unique and strategic for them . Some investors say that their purpose of buying a home or property is due to be rented or used as their assets. So, they need to invest in the property that will attract their tenants.

Opoku and Abdul-Muhmin (2010) also say that the design of the space in the property plays an important role in the selection of their investment. For example, the size of the living room, the size of the kitchen, the number of bathrooms and the bedrooms in the property. Researchers emphasize that these characteristics are among the factors that influence investment decisions. Other researchers also agree with statements issued by Opuku and Abdul-Muhmin (2010) as their study also found a positive relationship between the design factor and property investment decisions. Therefore, this definition can be in line with the definition of the living room.

On the other hand, the reputation of the developers also being one of their attention. It was confirmed by Cheng and Cheok (2008) that the investors pay attention about the properties brand before they make the investment decision. Therefore, it is proven that most of the employees are brand conscious when it related to the property developers. In fact, in one previous research the researchers make an observation which needed to rank their favourable developers based on their reputation, brand quality and personality and their professionalism. Plus, Razak et al., (2013) also agreed that the developer's image also has the strong influence in their property investment decision. Based on the past studies arguments, the following hypothesis is developed:

H$_0$: There is no relationship between location and design factors with property investment decision
H$_1$: There is a relationship between location and design factors with property investment decision

Feng Shui Factors

The concept of Feng Shui is an ancient belief in the environment practiced in the Chinese tradition. This is because they believe wind and water are the most important contributors to their health and destiny. For the Chinese, Chinese investors will focus on the location and condition of the housing before investing. Tchi (2013) said the location provided energy quality in terms of Feng Shui's perspective. Therefore, the housing area needs to receive good energy from the neighborhood and placement aspects.

Basically, in Feng Shui approach Chinese households would analyze a few features like conditions of the houses, locations of the residential area and cost of housing finance of the property is affected by lucky or unlucky fortune. Result in Ya-Jhen (2008) demonstrated that lucky and unlucky conditions would give remarkable impact on housing financing decision specifically for the Chinese community. Since Malaysia is multiracial country and Chinese community was one of the race in Malaysia, housing developers need to focus and respect on the practices and beliefs of the Chinese community practiced before offering housing investment to them. For instance, Chinese would avoid choosing investment property that related to number four because four sounds to death for them yet they are willing to choose number like three, six, eight and nine as those number were lucky number for them. Those Chinese community that believed in Feng Shuimake the property easily reselling and can provide a good return the property been sold in the future (Chang & Lin, 2015).

Result from the research of Fortin, Hill and Huang (2014) stated that superstition and beliefs and Feng Shui is one of that. Previous studies show that there is a relationship between Feng Shui influence and real estate investment decisions. In Feng Shui there are some things that are concerned about such lucky numbers and unfortunate numbers that are said to have an impact on investment selection. For Chinese investors they will try to avoid choosing investments that have number four because according to their beliefs four intend to die. However, if there is investment in property with numbers three, six and eight such as investment price or investment property address (Chang & Lin, 2015). Therefore, it can be concluded that

Feng Shui and other beliefs are important for the employees when selecting their investment property and the following hypothesis is established:

H_0: *There is no relationship between fengshui factors with property investment decision*
H_1: *There is a relationship between fengshuifactors with property investment decision*

Geographical

Another factor in selecting housing investment is the geographical factor. A good neighborhood loyalty factor will have an impact on the values and factors of housing selection. Hong (2011) explains that there are various neighborhood concepts adopted by developers to attract investors to buy the property they are promoting. Neighborhood-friendly residential environment has a strong impact on the choice of housing finance that will be invested (Zhang, 2011). Normally, investors want their property to be protected and protected even if they are outside the district. Then this is where the neighborhood is tested as it will prove that the neighborhood is friendly and safe. Okunolu and Amole (2012) state that friendly and peaceful neighborhood environmental factors can help the neighborhood from any crime to occur. The social relationship between neighbors will enhance the growth in community relationships as well as increase the interest of investors to get involved in property investment.

Najihah (2015) defines neighborhood as a physical area of the boundary where people identify where the residence or housing area they choose to regulate their personal lives. In geographical factor, the elements of sociality are very important where it involves facilities that cover the social and economic aspects of human life as well as satisfy the needs and wants of local buyers or consumers. Past researcher describing the neighborhood as an onion which can be divided into three layers. The deepest layers will represent the spirit of neighborhood and security. The middle or outer layer indicates neighborhood's environment and the main facilities available around that residential area. Next, the top layer is said been referred towards the relationship

of adjacent neighbors, city center, workplace and either close to friends' homes or relatives (Power, 2018).

Property investors are not only concerned with a good natural environment but also concerned about the good ventilation and lighting systems. A good ventilation and illumination will make the development of housing look attractive and exclusive regardless of location (Litman, 2017). In fact, researchers say that the demand for housing in landscaped areas such as hills is getting crowded. This is because the preferences of young people who prefer silent and calming area of life after a long period of exhaustion. Thus, Kasim (2011) concludes that geographical factors can influence property investment decisions among professional employees today as this factors provide an effective social network and could create a rugged, peaceful and comfortable social-sharing partnership.

In addition, the housing environment is also important as neighbourhood's behaviour, attractions areas, public utilities and crime-based security. Adair et al., (1996) found that such factors were a concern for employees to invest in real estate and residential investment. Furthermore, the level of security is strongly emphasized in the selection of investments. Investors will consider property investment if the area and property condition are equipped with security such as surveillance cameras. Thus, the secure tenure is the most important factor for employees in order to make property investment decisions.

The following hypothesis is established in view of the above discussion:

H_0: *There is no relationship between geographical factors with property investment decision*
H_1: *There is a relationship between geographical factors with property investment decision*

RESEARCH METHODOLOGY

The study was focused on Malaysia, a rapidly developed country with housing

investment and development. The target respondents is professional employees aged 20 until 40 years old and above. This study was carried out using questionnaires withrelated factors such as demographic factors, economic factors, Feng Shui factors, geographical factors and design and location factors that may affect property investment decision.The questionnaire onsists of 25 questions, wherebyseven questions are about demographic, four questions are about the dependent variable which is property investment decision and other 14 questions are about other independent variables. The questions are adopted and adapted from the previous researches and journals. Likert scale type of question will be used in the independent variables.

Correlation Test

In the correlation testing, Pearson Moment correlation method will be used in order to clarify the hypothesis testing in this research topic. The main function of this testing is to measure the strengths that exist between the variable's relationship of the study.

Correlations

		DV	D
DV	Pearson Correlation	1	-.244[*]
	Sig. (2-tailed)		.042
	N	70	70
D	Pearson Correlation	-.244[*]	1
	Sig. (2-tailed)	.042	
	N	70	70

Table 1: Correlation table for Demographic factors

According to Table 1, the correlation of the demographic factors with property investment decision is -0.244. Based on the result, there is weak negative relationship between demographic factor and property investment decision. Therefore, there is very low correlation between independent and dependent variable. The p-value is less than 0.5, hence it can be resolved that the demographic factor has a negatively weak influence towards property investment decision.

Correlations

		DV	EF
DV	Pearson Correlation	1	.536[**]
	Sig. (2-tailed)		.000
	N	70	70
EF	Pearson Correlation	.536[**]	1
	Sig. (2-tailed)	.000	
	N	70	70

Table 2: Correlation table for Economic Factors

In relation to Table 2, the correlation of the economic factors with property investment decision is 0.536. Based on the result, there is moderate positive relationship between economic factor and property investment decision.

Therefore, there is a moderate correlation between independent and dependent variable as it is consider close to 1. It can be concluded that the economic factor has a positively moderate influence towards property investment decision.

Correlations

		DV	DL
DV	Pearson Correlation	1	.411**
	Sig. (2-tailed)		.000
	N	70	70
DL	Pearson Correlation	.411**	1
	Sig. (2-tailed)	.000	
	N	70	70

Table 3: Correlation Table for Design and Location Factors

As stated in Table 3, the correlation of the economic factors with property investment decision is 0.411. Based on the result, there is moderate positive relationship between design and location factor with the property investment decision. Even though, there is a low

correlation between independent and dependent variable, the factor still has the relationship with the dependent variable. It can be concluded that the design and location factor has a positively moderate influence towards property investment decision.

Correlations

		DV	FS
DV	Pearson Correlation	1	.313**
	Sig. (2-tailed)		.008
	N	70	70
FS	Pearson Correlation	.313**	1
	Sig. (2-tailed)	.008	
	N	70	70

Table 4: Correlation table for Feng Shui factor

As per Table 4, the correlation of the Feng Shui factors with property investment decision is 0.313. Based on the result, there is weak positive relationship between Feng Shui factors with the property investment decision. Even though, there is a low correlation between

independent and dependent variable, the factor still has relationship with the dependent variable. It can be concluded that the Feng Shui factor has a positively weak influence towards property investment decision.

Correlations

		DV	GF
DV	Pearson Correlation	1	.783**
	Sig. (2-tailed)		.000
	N	70	70
GF	Pearson Correlation	.783**	1
	Sig. (2-tailed)	.000	
	N	70	70

Table 5: Correlation table for Geographical factor

The correlation of the geographical factors with property investment decision is 0.783 as per Table 5 above. Based on the result, there is strong positive relationship between geographical factors with the property investment decision. Therefore, there is a relationship between independent and dependent variable as these variables has strong correlation which is 0.783 that is close to 1. Therefore, it can be concluded that the geographical factor is strongly influence the property investment decision.

Multiple Regression

Multiple regression is another testing that can be used to test the hypothesis. Multiple regression being used as second test to support the result in Pearson Moment Correlation method. Basically, the main purpose of implementing multiple regression test is to explain more the relationship between dependent variables with two or more independent variable of the research topic.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796a	.634	.605	.36541

a. Predictors: (Constant), GF, D, FS, EF, DL

Table 6: Model Summary Table of Regression

Based on Table 6, the value for R is 0.797 which means there is strong relationship between independent variables and dependent variable. The value of the R square (r^2) is 0.634 that shows 63.4% of the property investment decision among professional employees can be explained by the five independents variables. The independent variables of the research topic consist of demographic factors, economic factors, design and location factors, fengshui factors and geographical factors. However, the balance of 37.6% can be explained by other factors in this study. Therefore, other factors that are not mentioned in this study also may affect the property investment decision.

ANOVA

ANOVA is a test to testify the regression is significant or not. ANOVA acts as a gauge to evaluate the significance value in the table which is P-value.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	14.790	5	2.958	22.153	.000[b]
1	Residual	8.546	64	.134		
	Total	23.336	69			

a. Dependent Variable: DV

b. Predictors: (Constant), GF, D, FS, EF, DL

Table 7:ANOVA Table Result

Based on table 7, the P-value of the result is less than 0.05, therefore the test is significant. In fact, the r^2 value is significantly greater than 0. It means the independent variables are positively related to the dependent variable of the research. If the P-value less than 0.05, that means reject H_0 meanwhile if P-value is greater than 0.05, accept H_0. In this research, the outcome is P-value is 0.000 which is lesser than 0.05, therefore it means there is a relationship and the regression model is significant and in good terms.

Coefficient

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.227	.373		3.289	.002
	D	-.057	.101	-.046	-.566	.573
	EF	.123	.114	.130	1.073	.287
	DL	-.130	.117	-.134	-1.106	.273
	FS	-.087	.079	-.108	-1.103	.274
	GF	.899	.092	.820	7.638	.000

a. Dependent Variable: DV

Table 8: Table of Coefficient

The use of coefficient is to measure whether the independents variables are affected by the dependent variable of the research topic. If the P-value is lesser than 0.05, it means the independent variables are affected on the dependent variable and therefore accept H_1. However, if the P-value is more than 0.05, it means the independent variables are not affected by the dependent variable. Therefore reject H_1.

Referring to the outcome from table 8, it shows that the demographic factors have the P-value of 0.573 which is greater than 0.05. It means the H1 of the demographic factor of the study is rejected and this factor does not affected on the

dependent variable which is property investment decision. Next, economic factors, design and location factor and also Feng Shui factor also gained P-values greater than 0.05 which are 0.287, 0.273 and 0.274 respectively. Therefore, the H_1 of those three independent variables also rejected and did not affected on the dependent variable. However, the geographical factor's P-value is 0.000 which is lesser than 0.05. Hence, it means that the H_I of the geographical factors is accepted and the factor is affected by the dependent variable which is property investment decision. According to the coefficient rule, at least one of the independent variables should be accepted in order to become an adequate regression model. Therefore, this model is adequate because there is one factor that being accepted and therefore it has the significance to the model.

RESEARCH FINDINGS

Relationship between demographic factors with property investment decision

Even though this research shows that there is no relationship between the demographic factors and property investment decision, but lot of past researchers can clarify that property investment decision among professional employees in Malaysia is affected by the demographics factor such as ages. It can be proven by Lewellen, Lease and Schlarbaum (1977) who have stated in their research paper that ages will affect the investor's investment decision making. This is because ages of the investors show their personal goals of investment. According to Ikeobi and Arinze (2016), it is being verified that older investors tend to long-term capital gains, but for their young investors would prefer short-term capital investment advantage. It will influence them in making decisions on different property investment based on their wants and needs that are appropriate to their age. Previous researchers have found that age clearly affects the amount of demand in the housing and property market.

However, Lutfi (2010) says that employees under the age of 30 years may be less interested in investing in real estate due to financial instability. Past research said that employees who are younger are more likely to lack experience and knowledge when compared with older workers. However, the study from Chin Kok San (2016) has broken the statement as a result of his latest study, experience and knowledge can be obtained regardless of age as long as the employee is trying to get it. Based on this fact, workers can invest in real estate regardless of age.

According to previous researcher, Lubis et al., (2013), education is one of the factors that must be taken into account before making investment decisions. Investors with different levels of education will have different ways of investing. In fact, Christanti and Mahastanti (2011) said those degree-educated employees and investors could make better investment decisions after considering many factors related to property investment activities as they gained lot of knowledge during their education period. Besides, Barlow (2013) also proven that employees that have higher education tend to invest in more homes or property meanwhile based on statement from Majid (2010), those employees who have lower level of education have least desire in property investment. Therefore, there is positive relationship of education with the property investment decision as this hypothesis testing also supported by Lauridsen et al., (2009) which has been proven their affected relationship in previous research.

Bajari and Kahn (2005), proven that ethnicity and property investment decision have positive relationship. Especially Malaysia which is a multi-ethnic group of Malays, Chinese, and Indians where they have their own culture, practice and perspective when it comes to investment in house or property. Hence, ethnicity is included in demographic factors which have a positive impact on home investment decisions. In fact, this relationship will also create various situations in the property market. For example for the Malays, they are preferable to invest in residential area that are closer to mosque which make it easier for them to fulfil their obligation as Muslim. There is a previous researcher saying that ethnic influences in making investment decisions due to beliefs (Guiso, et al., 2008). If investors are alert to the neighbours who will

be staying closer with them, the percentage of their confidence will increase after identifying their neighbour's culture. This is because different races have different cultures, so when making a decision to invest in mixed ethnic areas, investors must be sensitive to the discipline and culture that need to be done. Although Alesina and Le Ferrara (2002) say that ethnicity has no influence in investment decisions, there are not many hypotheses testing of past paper that support the statement. Therefore, as mentioned in the testing ethnicity has been contemplated in determining the demand of the homes or property investment.

Morrel (2001) said that some of young married couple are not likely to invest in housing or property as they are staying with their parents or parent in law. As for the old married couple, they also refused to invest in the property or housing after their retirement because they only need a small household size for both of them when all their children have migrated far from them. Therefore, the hypothesis testing proven have positive affect between marital status and homes or property investment decision. However, San (2016) that stated marital status of the employee does impacting on their homes or property investment decision. This is because Lutfi (2010) and Suaid (2012) clarified that different marital status employees who are single, married or divorced have different preferences in investment decision making. This will affect the capacity or budget in the employee's investment. As mentioned by Leppel (2007), Fontenla and Gonzalez (2009), married couple commonly want their own home. Married couple will invest in the property because they have a risk sharing opportunity where they have the advantage of financial resources. However, contrary to single employees, some of them are not inclined to invest in housing because they are still living alone and do not need a large home as one of their needs.

The contradict result of this study with other past researches may be due to small population involved. In terms of salary disclosures, some respondents are not transparent in their answer and may lead to the insignificant result under this demographic factor. The unbalanced respondents in terms of educational level, marital status and ethnicity also contributed to the insignificant relationship between demographic factor and property investment decision.

Relationship between economic factors with property investment decision

The outcome of the research is argued by Haddad et al. (2011) which proven that economic factors does impacting on investment decision making among employees in their past research paper. Financial pricing of the house or property has much influence on the choice of consumer's investment criteria. For example, the income status of the employees will be influencing their investment decision. If their income is low, therefore their intention of investing in property would be decreasing but if their income status is high, they would consider to invest in housing or property investment in order to treat it as their assets. Besides that, increase in interest rates in real estate investment will have an impact on economic factors. It can be seen in 2011, in Poland, the investment sector has dropped by 70% due to the increase in investment interest rates. This is because the interest rate has caused investors to bear high costs. Therefore, previous researchers say that consistent values can attract investors to invest in the property investment. Thus, it is proven that there is positive relationship of economic factors and property investment decision.

However, the result of the testing testified that there is no relationship between independent and dependent variables. This is because some of the respondent haslack of knowledge about the economic factor like the inflation and the interest rate affects. Therefore, they just recklessly pick the answer in the questionnaire.

Relationship between design and location factors with property investment decision

Based on past research by Elder and Zumpano (1991), the positive relationship between design and location with the property investment decision are proven. This is because those researchers stated that the demand in property investment increasing if the property located in a good location. For

instance, near to city centre, public transportation and schools. It can be seen in Australia properties where their major investors would consider the location of the property in advance before making decision about the investment. Therefore, this research shows that the employees are more concerned about the locational attributes that are accessible to public infrastructure and have a good safety before making decision on their housing or property investment.

Other than that, employees also would evaluate the developers of the properties before making decision. Prominent property developers that have high quality brand personality and professionalism would be the choice of investment for the investors. In fact, recent study by Razak et al. (2013) proven that developers image giving strong influence to property investment investors to invest in their projects. Hence, the relationship of design and location factors with the property investment decision is reliable.

However, research result stated that there is no relationship between the variables because the sample size is too small. In fact, the research being implement in Malaysia that is not specifically stated certain area. Some employees from state that are undeveloped area does not have the exposures about the designs of the houses or property all around Malaysia.

Relationship between fengshui factors with property investment decision

Contractively from the outcome property investment choice does have positive relationship with the Feng Shui factors. This is because the investors came from different background of beliefs and religions. Therefore, San (2016) suggested that the investment managers should consider different beliefs and religions before offering the investment properties to them. For example, Chinese investors in Malaysia rely on luck which is Feng Shui in order to evaluate whether the investment property will be good fortune to them or not. Boyer (1995) supported the relationship as he found out through his research that Chinese investors concern a lot to avoid from investing in unlucky number of

addresses or prices of the property like number 4 which they believe as an unlucky number. In fact, those Feng Shui believer believe that a good fortune property would increase the value of the investment in the future (Chia, et al., 2016). Therefore, the outcome turns out there is weak positive relationship between Feng Shui factor and property investment decision among professional employees in Malaysia.

There is no relationship between Feng Shui factors and property investment decision because there is a few Chinese respondents that involved in the research. Therefore, the result is not fairly calculate.

Relationship between geographical factors with property investment decision

The outcome of the relationship between geographical factor and property investment decision have been supported by Levine (1998), that a good geographical of the property would influence the investors to invest in the property offered. Furthermore, Olujimi and Bello (2009) mentioned in their previous study that residential areas that has neighbourhood-friendly concept would lead to higher demand of property investments. Other than that, the investors would consider the ventilation condition and the lighting of the property or the residential housing before investing in it. Geographical factor like strategic location of the property investment also taking into count by the investors. Some of the employees love to invest in secluded area in order to rest from the hectic environment. However, some older investors would not consider hillside residential area as their investment choice because it would lead to dangerous. Therefore, there is positive relationship between the independent and dependent variable based on the result and previous supported researchers.

RECOMMENDATIONS AND CONCLUSION

Recommendation for the future researchers is tooovercome the limitations that are listed in the research findings. The future researchers may focus more on the context of residential areas in order to give a broader

picture about the investment in housing sector to the future readers or investors.

They may investigate the research topic using different independent variables such as attitudes towards commercial property, secondary market and others to get a better results about the intention or desire. They may narrow down the scope of the investment. For example, conduct research in specific areas and increase the number of respondents to get a more realistic results. With the evolvement of information technology, future researchers may consider to conductresearch via mobile platforms like iOS and Android even though traditional approaches are said to be more easily implemented. Hence, the hybrid method is recommended to other researchers to use it when collecting samples from different demographic backgrounds.

As conclusion, data that being collected from the respondents of this research area have been completed to examine the relationship between the five factors such as demographic factors, economic factors, design and location factors, fengshui factors and geographical factors with property investment decision among professional employees in Malaysia. Based on the outcome of the hypothesis, four of the independents variables which are demographic factors, economic factors, design and location factors andfengshui factors have no relationship with property investment decision while onlygeographical factors have relationship with the property investment decision among professional employees in Malaysia.

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