

Effects of Professionals' Perception on Digital Marketing Strategies in Estate Agency Industry in Kaduna Township

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Abstract

The paper assessed the effect of professionals' perception on the use of digital marketing strategies in estate agency. Digital marketing is a new technique in the field of online marketing by impacting consumers through a wide range of interaction channels. The study methodology employed the use of questionnaire because of the nature of the research work. 70 questionnaires were distributed covering the study area but 67 questionnaires were returned. The method adopted was quantitative approach. The population of the study was the professionals in the field of estate management profession while the sample frame was 70. The sampling techniques adopted was simple random sampling. The findings of the study revealed that professional cognitive perception, behavioural belief and perceived quality on intention to use digital marketing strategies shows strong relationship with R value (0.614) $R^2 = 0.377$. F, 61.646. It further shows that the behavioural belief to revisit the intention to use digital marketing is making a statistically significant ($p < 0.000$). It is also recommended to use digital marketing strategy by the professionals in the study area. It is recommended for future researcher to dwell on the customer perception on digital marketing strategy by estate surveyors and valuers. The study concludes that client should professional's intention to use digital marketing significantly affects land transaction in the study area, the study concluded that professional's intention, satisfaction and utilisation of digital marketing strategies by professionals is a function of innovation in a computerised era of estate agency in the study area.

Keywords: Digital Marketing, Estate Surveyors, Perceived Quality, Facebook, Estate Agency, Perception.

Introduction

Technology is constantly changing and the evolution of marketing has drastically changed the way marketers reach their consumers. It is argued that the adoption of e-business in many companies has been seen to improve efficiency and productivity (Sun and Ifeanyi, 2014; Klepek, & Starzyczna, 2018). In the previous years, when digital communication was not that common yet, physical business fairs were the cornerstone of B2B communication for lead generation. Through those business fairs, organisations were able to meet prospects, make and nurture leads, and tighten relationships with the existing customers and partners and the sales communication was standardized (Rossmann & Zimmermann, 2017). Thus, digitalisation has fundamentally changed the way consumers and firms interact with each other's (Taiminen & Karjalainen, 2015; Jacobson *et al.*, 2020).

Furthermore, in recent times client pleasure is gaining significant attention within the context of paradigm shift from transactional marketing to relationship marketing. An examination of previous studies done in the area of digital marketing revealed many focused on how companies can leverage this revolution (Hudson et al., 2012; Royle & Laing, 2014; Yannopoulos; 2011). Others prioritise its importance and power to the consumers (Labrecque, Esche, Mathwick, Novak & Hofacker, 2013; Wang, Tang & Tang, 2001; Yasmin *et al.* 2015). This proves that little or no published works have been done to examine the effect of digital marketing on customer satisfaction in the Nigerian deposits' money banks. Hence, this study aims to fill that gap. While the digital revolution is affecting all sectors and professions, its influence on marketing is the most profound. This is because marketers are majorly responsible for developing strategies to attract and retain customers whose needs are constantly changing (Kokt & Koelane, 2013). Based on the problem shown by preceding studies in this section, it is obvious that the use of digital marketing strategies in the estate agency industry of Kaduna, Nigeria was not studied by any scholar. Given that this study intends to bridge the gap by identifying the professionals' intention to use digital marketing strategies, cognitive perception and perceived quality as well as behavioural belief and attitudes towards digital marketing strategies in the study area.

Literature Review

Concept of digital marketing

In its simplest form, digital marketing is the marketing of products or services using digital technologies or channels. It uses the internet as the chief promotional medium but also extends to channels mobile phones, display advertising and any other digital medium that do not require internet (Bala & Verma, 2018). The digital Marketing institute aptly conceptualised it as the use of digital technologies to create an integrated, targeted and measurable communication that helps to obtain and retain customers while structuring greater relationships with them (Wymbs, 2011).

Type of digital marketing

Digital marketing (also internet marketing, e-marketing, web marketing) is an umbrella term for any type of online marketing including SEO, PPC, email marketing, content marketing and social media marketing (Kent, 2018). Digital marketing is an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders (Kannan & Li, 2017).

E-Mail Marketing: which includes Products through the use of email.

Pay per click Marketing: this includes paying for PPC ads, targeting certain words and then when those words are searched for on a search engine such as Google your ad will appear, paying every time your homework and finding out how to effectively use PPC.

Digital Marketing: this is the promotion of brands using all forms of online digital advertising channels to reach consumers. This includes video channels, Internet Radio,

mobile phones, display or banner ads, digital outdoors, and any others form of digital media.



Figure 1: Digital marketing circle adopted from (Warokka *et al.* 2020)

Chitra and Shobana (2017) opined that online marketing strategies are: websites and blogs are pulling strategies, build websites and blogs, company's social media profiles, long-term success, the company tries to draw in customers through different kinds of advertising, such as TV ads are other forms of pull marketing, online banner ads, and radio and TV ads are other forms of pull marketing, push marketing, email campaign, certain offers through your social media profiles, companies may push information and promotional material directly to end-users through email or fliers to generate demand, create an email database of potential customers and send them product announcements and promotions directly.

Research Methodology

Research design is the strategy, plan that is employed to generate answers to research problems (Rahi, 2017). Boudah, (2019) distinct research design as the structuring of investigation with the sole purpose of identifying and establishing relationships among variables; to enable researchers to test a hypothesis or answer research questions administered in the field. Research design is also a blueprint or scheme that can be used to collect, measure and analyse data by the researcher (Berdiyorov & Berdiyorov 2020). A

quantitative approach was adopted in this study using survey strategy due to the fact that quantitative study follows deductive reasoning in relation to theory and is concerned with the design dimension and sampling (Flick, 2018). The study population is the target respondents to study that meets the requirement to provide information (data) for the research (GrossHemmi, Gemperli, Fekete, Brach, Schwegler & Stucki, 2021). The target population will comprise Estate Surveyors and Valuers in Kaduna. This includes members in levels of Associates and Fellows. The sample frame of the study will comprise the 70 registered Estate Surveyors and Valuers in Kaduna township. The sampling techniques adopted for this research is simple random sampling technique.

Data Presentation and Analysis

Data Preparation and Cleaning

The process of data cleaning includes consistency checks, checking of missing values and outliers (Kothari & Garg, 2014; Pallant, 2011). Wrong posting and missing value check, checks for outliers, questionnaire response rate analysis was conducted as well as reliability test as a process of preparing and cleaning data prior to analysis.

Questionnaire Response Rate

This study administered seventy (70) questionnaires to respondents in the study area and the table below shows the response rate of the distributed questionnaire.

Table 3: Questionnaire Response Rate

Questionnaire	Number	Percentage (%)
Total	70	100
Total number of questionnaires returned	67	96
Total number of invalid questionnaires	Nil	0
Total number of valid questionnaires	67	96

Source: Author's field survey, (2022).

No. of questionnaire returned

Response rate = _____ x 100

No. of questionnaires distributed

Table 5: Gender Distribution of Respondents

Gender	Frequency, n	Percentage, %
Male	43	64
Female	24	36
Total	67	100

Source: Author's field survey, (2022)

Table presents the distribution of respondents based on gender. The result indicates a total of 43 (64%) female and 24(14%) male respondents. The percentage shows that the number male respondent is higher than female respondents.

Table 6: Age Distribution of Respondents

Age Group	Frequency, n	Percentage, %
Under 30 years	22	33
30 to 60 years	38	57
Above 60 years	7	10
Total	67	100

Source: Author's Field survey, (2022)

Table presents the distribution of respondents according to their age group. The result shows that the study area had majority of its respondents between the age group of 30 to 60 years, with 38 respondents (57%), followed by the age group of under 30 years, with 22 respondents representing (33%), of the study. The minority of the respondents are from the age group, 60 years and above with 7 respondents representing (10%). The majority of the respondents are aged 30 to 60, which represents about (57%) of this study.

Table 1: Professionals' Perception

SN	Costs	N	Mean	Std. Deviation	Remark
1	Costs of buying property by Digital Marketing Strategies	67	4.14	0.365	1
2	Cost of selling property by Digital Marketing Strategies	67	4.11	0.317	2
3	Cost of maintaining Digital Marketing Strategies	67	4.11	0.361	3
4	Processing fee in Digital Marketing Strategies	67	4.11	0.333	4
5	Payment process is burden	67	4.09	0.389	5
6	Cost of Digital Marketing equipment	67	4.05	0.543	7

Source: Author's Field survey, (2022)

Results in Table 1 shows the level of cognitive perception cost of buying property by Digital marketing in Kaduna. The surveyor's response showed that cost of buying property by Digital Marketing Strategies is mean = 4.14 standard deviation = 0.365, Cost of selling

property by Digital Marketing Strategies mean = 4.11 standard deviation = 0.317, Cost of maintaining Digital Marketing Strategies is mean = standard deviation = 0.361, Processing fee in Digital Marketing Strategies is mean = 4.11, standard deviation = 0.333 Payment process is burden is mean = 4.09 standard deviation = 0.389 and Cost of Digital Marketing equipment mean = 4.05 standard deviation 0.543.

Intention to use digital marketing strategy

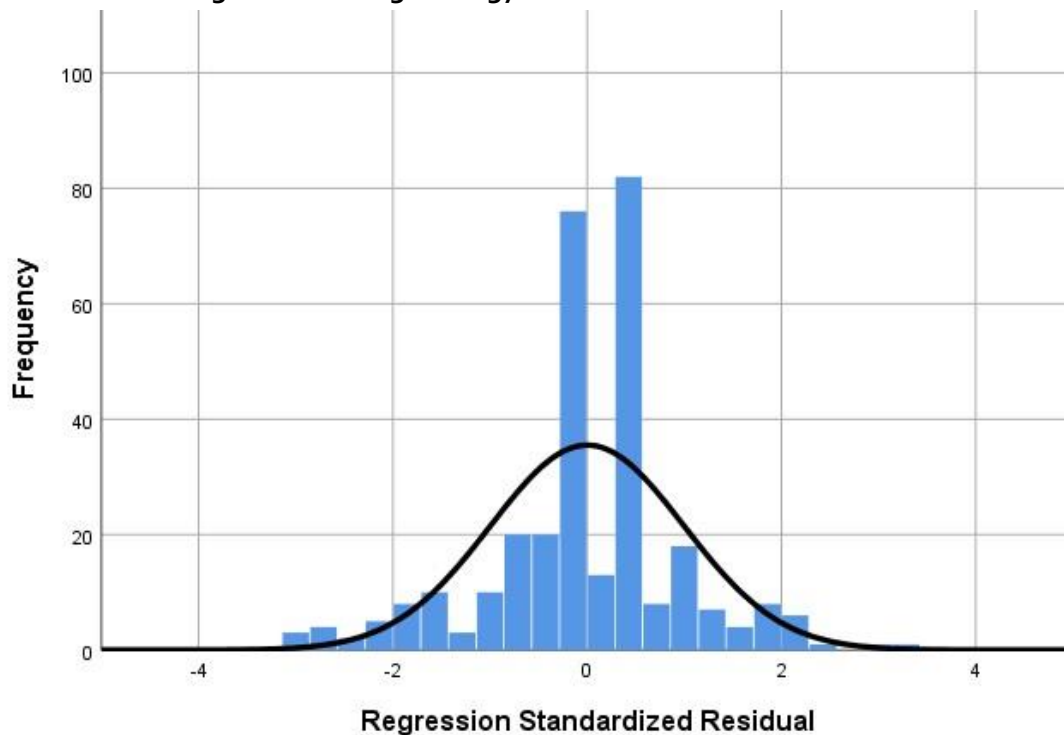


Figure 2: Assumption of Homogeneity of Variance on intention to use digital marketing strategy.

Source: Author's Field survey, (2022)

Conclusion

From the findings, it was clearly showed that the type of professionals' intention to use digital marketing strategies significantly affect customer satisfaction and patronage or willingness to use digital marketing strategies. Particularly, professional's cognitive perceptions and perceived quality of digital marketing strategies in the study area. With these results, we concluded that professional's intention, satisfaction and utilisation of digital marketing strategies by professionals' is a function of innovation in a computerised era of ours.

Recommendations

In view of the findings made and conclusions drawn from the study; the following recommendations were made by the study to help improve digital marketing strategy on

landed properties and any transaction of real estate. customer expectation, satisfaction and patronage in in Kaduna township. It is important to note that good intention to use digital marketing strategies, was considered most essential among the construct of types of digital marketing by the customers; this is followed by professional's cognitive perception and perceived quality, professionals' behavioural beliefs and attitudes towards digital marketing strategies in the Kaduna township.

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