EXAMINING THE IMPACT OF E-MARKETING WEB DESIGN WITHIN PROPERTY INDUSTRY IN KUALA LUMPUR, MALAYSIA

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DECLARATION

"I hereby declare that the work of this exercise is mine except for the quotations and summarize that have been duly acknowledge"

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DEDICATION

To me, myself and I. Oh, and also you. YMTT

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ABSTRACT

The purpose of this study is to examine the impact of e-marketing web design within property industry in Kuala Lumpur, Malaysia. The implementation of e-marketing web design within property industry in this internet era is an effective way for both users and businesses. This is because it is one of the marketing techniques or tools that are far more advanced and shares information faster than the traditional marketing tools. Therefore, the web design is considered important as it is one of the factors the users are attracted to use the e-marketing tools. This research, studies about how the e-marketing web design gives an impact towards the users and the industry; in the aspect of whether it is important, effective and meets the requirements.

Keyword(s): electronic marketing (e-marketing), web design, property industry

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji kesan terhadap reka bentuk web e-pemasaran dalam lingkungan industri hartanah di Kuala Lumpur, Malaysia. Perlaksanaan reka bentuk web e-pemasaran di dalam industri hartanah pada era internet ini merupakan antara cara yang memberi impak yang berkesan terhadap pengguna serta perniagaan. Hal ini kerana, ia adalah salah satu teknik pemasaran yang jauh lebih maju dan perkongsian maklumat adalah lebih cepat daripada teknik pemasaran tradisional. Oleh yang demikian, reka bentuk web ini dianggap penting kerana ia merupakan salah satu factor yang menyebabkan pengguna tertarik untuk menggunakan alat-alat e-pemasaran. Kajian ini ingin mengkaji terhadap bagaimana reka bentuk web e-pemasaran memberikan kesan terhadap pengguna dan juga industri; dalam aspek sama ada ia adalah penting, berkesan serta dapat memenuhi keperluan.

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LIST OF ABBREVIATIONS / SYMBOLS

E-marketing = electronic marketing

E-CRM = electronic customer relationship management

E-WOM = electronic word-of-mouth

TAM = technology acceptance model

TRA = theory reasoned action

IT = information technology

PU = perceived usefulness

PEU = perceived ease of use

H_0 = null hypothesis

H_1 = alternate hypothesis

SPSS = statistical package for social science

DV = dependent variable

IV = independent variable

R = regression

β = beta value

ρ = significant value

% = percentage

RM = Ringgit Malaysia

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Nowadays, the internet era has been revolutionised the whole world towards the high-technology civilisation. Indirectly, it has been developing a country with sky-scraping buildings and towards modernization; economically and socially accepted to the people. Besides that, the internet era has been changing the traditional ways of marketing towards a new concepts or ways of marketing which is electronic marketing or e-marketing. This transformed marketing concepts has been as the main role for companies to use it as supporting and enhancing the business and also as one of the marketing strategy or competitive advantage. Basically, e-marketing refers to several mediums such as websites or webpages, digital or wireless media, applications, electronic customer relationship management (e-CRM), customer database and any other technologies that could create relationship between the companies and the customers. (Alroobaea & Mayhew, 2014)

Moreover, with the existence of e-marketing, the consumers can easily differentiate or compare multiple choices of products or services from different providers at the same time. All the information related to the products or services could be gained from the electronic media effectively and efficiently, where the customers could save more time and energy during the hectic days. For example, as a busy working people, they could save their time by going online and browse for houses or property from various developers' websites instead of going outside or be on field. With this e-marketing concept applied in the companies, the consumers could experience a better products or services provided in a limited time. Besides that, according to (ACNielson, 2007) and (C M K Cheung, Lee, & Rabjohn, 2008), they have found that most consumers perceive online opinions to be as trustworthy as brand web sites. This shows that, the customers nowadays would rather go online than being on field to gain information or search for their needs and wants as they are having a busy working life.

Besides that, the web design or brand image in e-marketing is one of the reason for the internet users could identify the differences of the product or the services that has been provided by the company. In this case, the users could gain information without any confusion through the websites. In addition, the e-marketing web design could triggers the user to obtain more information or feels more interested in knowing the information displayed on the websites. Furthermore, the e-marketing web design also able to help the users to ease the access of any information related to their needs and wants. For example, the design of the website is user friendly and it makes it easier for the user to use it and have an access to any information that the user is searching for. Whereby, once they clicked any links it does not takes longer loading time or there is no any interference during the search.

In conclusion, the e-marketing web design are able to help the user in getting information and it also able to help the property industry to disseminate information to meet the customers' or users' or prospects' needs and wants.

1.2   PROBLEM STATEMENT

As the busy lifestyle in this globalization era is now as a part of the life, people nowadays are tend to gain any knowledge or information through the internet. This is because it is fast and most of the information could be trustworthy after a several research towards the product or services provided. However, the designs implemented or created in the e-marketing tools has been causing the users' usage towards it may be confusing or it does not helped the users to resolve any solutions to their problems. For example, if the website of the property company was designed improperly, the users might find it hard to access any information from that website. According to (KimW, 2014), there are five common problems occurred in the business website. They are, lack of mobile optimization, stale design, no way to convert from a file or folder to another, old or inaccurate information and long loading time. Therefore, the users might struggled themselves to find any information or solutions from the websites when the design is confusing or the information is unable to access properly.

In addition, based on (Fadeyev, 2009), he stated that there are nine common usability mistakes in web design, such as tiny clickable areas, pagination was used for the wrong purpose, duplicate page titles, content that is difficult to scan, there is no ways to get in touch or contact with the company, there is no ways to search for information or the information is limited without further explanations or descriptions, too much functionality that requires registration, old or inexistent permalinks, and long registration forms. This could be related to the user friendliness of the web design, whereby, if the design is improperly created it might cause dissatisfaction to the user. Therefore, the user might feel disconsolate if this kind of malfunction often occurs.

Furthermore, the customers' needs and wants may cause discontentment towards the e-marketing tools or the design itself. This is because the customers' need and wants may be vary and often changing. For example, some homebuyers wanted to search for a house that is small and comfortable such as studio units but at the same time they also tend to search for a house within their budget. Therefore, the property industry might find it hard to fulfil their requirements.

On the other hand, the customers' perceptions might influence the decision making towards the property that they wanted to search from the websites. For example, the home-buyers might have difficulties to choose their dream house because of the information displayed by the industry did not reached their expectations. Thus, the users' perceptions plays an important role in order to improve the e-marketing web design within the property industry.

1.3   RESEARCH OBJECTIVE

The main objective of this research is to examine the impact of e-marketing web design within property industry in Kuala Lumpur, Malaysia. Therefore, the following are the primary purposes of this study:

    i.   To identify the importance of e-marketing in the industry.

    ii.   To clarify the effectiveness of web design in the industry towards the prospects.

    iii.   To define the prospects' requirements from the industry's website.

1.4   RESEARCH QUESTION

In order to achieve the research objectives, the researcher should come out with the research questions as a guidelines to conduct this study. The following are the research questions:

     i.   How important does the e-marketing in the industry?

    ii.   How does the web design is effective in the industry towards the prospects?

   iii.   What are the prospects' requirements from the industry's website?

1.5   SCOPE OF STUDY

This research is to examine the impact of e-marketing web design within property industry in Kuala Lumpur, Malaysia. Since property industry is divided into four sectors; which is commercial, residential, industrial, and agriculture, this study focused on the residential sectors. Therefore, the respondents would be focused on homebuyers and property events or property fairs visitors in Kuala Lumpur, Malaysia; that has been using the e-marketing tools to search for properties as for investment or for living. As for the chosen e-marketing tool for this research are websites that have been used by the property industry and have been accessed by the users, such as iProperty, Star Property, Property Guru and any other companies' website.

1.6   PROJECT SIGNIFICANT

i.   Future researcher

Since Malaysia has been one of the most urbanised country in East Asia (The World Bank, 2015) and at the same time the internet is getting more advance, therefore, the study in this area should be more up to date. Besides that, this study could be as reference for the future researcher in order to complete their research related to this study.

ii.   Reference for the developers

E-Marketing has been proven to be one of the most powerful marketing tools in this era of globalizations. With its proven effectiveness, this research can be used by developers as their guidelines to come out with a good websites for visitors in the future in order to fulfil their requirements.

1.7   LIMITATIONS

There are several limitations the researcher has to go through in order to complete this study. The following are the limitations faced by the researcher:

i. **Time Constraint**

The duration of this research is limited. With short period of time, it is difficult for researcher to gain more information and also to get finest results.

ii. **Respondents' Behaviour**

It is difficult for the researcher if, the respondents did not give full cooperation during answering the questionnaire that may cause irrelevance of data.

iii. **Location of Study**

The location for this study is located in Kuala Lumpur, Malaysia and it is a difficulty for the researcher to travel from Melaka to Kuala Lumpur.

iv. **Budget Constraint**

As for budget, it is difficult for the researcher because all the costs involved in completing this study is by using personal savings.

1.8   SUMMARY

The implementation of web design in e-marketing towards the property industry could be one of the effective way to attract the potential customer to use any of the e-marketing tools presented by the industry. This is because, the internet users often searching for information that are not only for themselves but sometimes for others. If the content in the e-marketing tools able to attract the viewers' attention, it can triggers them to suggest others such as family members or friends to use or view the content shown in the web. Therefore, the property industry should identify the requirements by the homebuyers to meets their needs and wants because their perceptions towards the websites are often changing and they always puts on high expectations towards it.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter the researcher need to understand and to identify any previous research or any articles that are related to this research through literature review. A literature review is an evaluation of reports of several information found in previous research related to the selected area of study. The literature review should be explained in terms of summary, evaluation and clarification for the selected study which is examine the impact of e-marketing web design within property industry. Where it could produce a theoretical framework and also could determine the nature of this research. In addition, literature review is more than just to search for information instead, it goes beyond a descriptive annotated bibliography. All the information gained must be read, evaluate and analyse the relationships between literature to be related with this research. (CQUniversity Library, 2016)

2.2   E-MARKETING

This globalisation era, the rising of new media channels has offered a fertile ground for electronic marketing (e-marketing) communication. E-marketing is one of the marketing tools or ways to advertise or promotes a business to the prospects. Nowadays, there are more people or customers that are using web 2.0 tools, such as online discussion forums, consumer review sites, web blogs, social network sites and other online media to communicate or shares their opinions and information (Christy M K Cheung & Thadani, 2012). Based on several industry research reports by (Christy M K Cheung & Thadani, 2012), it has shown that when the internet users or consumers making purchase decisions, most of them will be trusting more towards the online information rather than they trusting the traditional media. This is because, most of the time, the information from the online source are often updated and sometimes has a strong brand image. Thus, the online media or any e-marketing tools has been strongly influenced the consumer purchasing decision.

According to (Cheung et al., 2008; Hennig-Thurau et al., 2004), based on the research towards the electronic word-of-mouth (eWOM), they have stated that e-WOM is one of the communication system through the internet that inform any positive or negative statement made by the users toward the product or services provided by the company. It is also can be considered as the extension of traditional interpersonal communication into the new generation of virtual reality. In addition, e-WOM has been focused on marketing and also consumer research towards the influences consumption. Besides that, based on Stauss (1997, 2000), he has discussed on the threats and opportunities for businesses who has been raised up about the online customer articulations. Furthermore, according to Senecal and Nantel (2004) they have examined on how e-WOM influences the product choice using an experimental study of consumers' use of online recommendation sources. The outcome of their research can be conclude that, the e-WOM or e-marketing or any other online communication tools that has been recognised widely and it has been influenced the adoption and the use of products and services (Cheung et al., 2008; Subramani and Rajagopalan, 2003).