



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**THE PREFERENCES OF ESTATE AGENCY PRACTITIONER TOWARDS
DIGITAL MARKETING**

**Academic Project Submitted in Partial Fulfillment of the Requirements
for the award of the Degree
Bachelor of Estate Management (Hons)**

**NUR SHAHIRA NADIA BINTI CHE NGAH
2022497844
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STUDENT'S DECLARATION

Title of Academic Project:

THE PREFERENCES OF ESTATE AGENCY PRACTITIONER TOWARDS
DIGITAL MARKETING

I hereby declare that this academic project is the result of my own research
except for the quotation and summary which have been acknowledged

Signature : _____

Name of Student : Nur Shahira Nadia binti Che Ngah

Date : 9th July 2024

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ABSTRACT

Digital Marketing approaches have grown increasingly prevalent in Malaysia's real estate market over traditional approaches. This research focuses on exploring the preferences of estate agency practitioners in Malaysia towards digital marketing strategies. The study utilizes a qualitative approach, conducting structured interviews with six experienced estate agency practitioners in Selangor, a region known for its high concentration of real estate activity. Secondary data from published articles and related publications was also collected to form a comprehensive literature review. The research objectives include identifying common digital marketing platforms used by estate agency practitioners and understanding the factors influencing their preferences toward digital marketing methods. Data analysis involves transcription and content analysis to effectively organize and interpret the interview data. The findings reveal that estate agency practitioners commonly utilize social media platforms such as Facebook, Instagram, YouTube, and TikTok, as well as property portals like PropertyGuru and iProperty for marketing purposes. The study concludes with recommendations for future research and improvements in digital marketing strategies for estate agency practitioners.

TABLE OF CONTENT

CHAPTER	ITEM	PAGE
	Title Page	i
	Student's Declaration	ii
	Supervisor's Declaration	iii
	Acknowledgement	iv
	Abstract	v
	Table of Content	vi
	List of Tables	x
	List of Figures	xi
	List of Symbols/Abbreviations	xii
	List of Appendices	xiii
CHAPTER 1	RESEARCH BACKGROUND	1
	1.1 Introduction	2
	1.2 Problem Statement	3
	1.3 Research Aim	4
	1.4 Research Questions	4
	1.5 Research Objectives	4
	1.6 Research Scopes	5
	1.6.1 Scopes	5
	1.6.2 Limitations	5
	1.7 Research Significance	6
	1.8 Research Methodology	6
	1.8.1 Data Collection	6
	1.8.2 Data Analysis and Findings	7
	1.9 Research Flowchart	7
	1.10 Summary of Chapter	8