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**THE CHALLENGES WITH DIGITAL MARKETING IN THE PRACTICE OF  
ESTATE AGENT**

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

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## ABSTRACT

Estate agent is one of the well-known professions when it comes to selling and buying a property due to the services provided by estate agency is trusted and registered under the Board. Moreover, the use of digital marketing increases the usage of estate agents' services because it is more convenient and can save more time and money. However, when the relationship between estate agents and digital marketing is synthesized, the challenges between them kept increasing. Therefore, this research is conducted to investigate the challenges with digital marketing in the practice of estate agent. The objectives of this research are to identify the challenges with digital marketing in the practice of estate agent and to determine the rank for the most critical challenges with digital marketing in the practice of estate agent. To achieve these objectives, the data is collected through a questionnaire that consists of nominal and Likert scale. The respondents gathered by simple random sampling method which the researcher will distribute the questionnaire randomly to the estate agents in Malaysia. The data collection employed a quantitative survey method, and the analysis utilized descriptive analysis of frequency analysis and mean score analysis. The result of the research shows that the challenges has been gathered through literature reviews and the challenges has been ranked. Thus, the highest rank for the most critical challenges with digital marketing in the practice of estate agents is high competition followed by lack of technology knowledge. Moreover, the third highest rank are expensive technology, get negative feedbacks and privacy and security while the lowest ranking is annoying. Overall, this research has come out the challenges with digital marketing in the practice of estate agent and emphasized the need for future research.

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## CHAPTER 1

### RESEARCH BACKGROUNDS

#### 1.1 Introduction

In this chapter is to outline the content of the research study about the types of digital marketing tools used by estate agents and the performance impacts in Malaysia. In this chapter, the contents are introduction to research, problem statement, research question, research objective, research methodology, scope and limitation and summary of chapter.

Marketing refers to any actions taken by a corporation to attract an audience to its services or goods through high-quality content (Forsey, 2022). Today, every business and organisation need to include marketing in their growth strategy. Without even realising it, many businesses use marketing techniques to promote themselves and boost sales of their goods or services. Presently, one of the most crucial elements of any business is marketing, which helps to guarantee that the services or goods offered will appeal to customers and fulfil their needs.

According to Anderson (2021) a real estate agent is a licenced expert who facilitates real estate transactions by connecting buyers and sellers and advocating for them in negotiations. A real estate agent mediates negotiations between buyers and sellers. A commission based on a portion of the sale price of the property frequently serves as the sole form of compensation for real estate agents. Therefore, their ability to close a sale determines their salary. Some purchasers do not have knowledges in purchasing the property. Thus, by using estate agents' services it will help the purchasers to make a good decision when they want to purchase a property. This can be seen that, there is a relationship between