COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA

THE EFFECTIVE SOCIAL MEDIA PLATFORMS IN REAL
ESTATE MARKETING IN BANDAR BARU SELAYANG

Academic Project Submitted in Partial Fulfillment of the Requirements
For the awards of the Degree
Bachelor of Estate Management (Hons)

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ABSTRACT

With the highly usage of social media, a new form of marketing has been introduced to fulfill the needs of the user. Social media has become the highlight as many companies and individual are using it to do marketing including the real estate industry. Every marketing strategy in real estate nowadays focus on fulfilling the clients and customers' needs and also adapting to the current trend. Using traditional real estate marketing in the modern times will no longer produce results that will fully satisfy the customers' needs and demands. Due to the big unknown world of social media, there are still some company and individuals that have fear and doubts in adapting social media as their marketing strategies. Hence why the researcher has considered to do research to understand better the effective of social media in real estate marketing. The aim of this research is to identify the social media platforms for real estate marketing and to rank the most effective social media platforms for real estate marketing. The research method is quantitative study and the researcher use questionnaire survey to collect the data. The data will then analyse on SPSS software. The result from the data analysis is the researcher had identified Facebook, Instagram, TikTok, YouTube and Twitter to be the social media platforms for real estate marketing. As for the ranking of the most effective social media platforms, the researcher has found out Facebook as the 1st most effective, Instagram as the 2nd most effective, Twitter as the 3rd most effective, TikTok as the 4th most effective and YouTube as the 5th most effective. Lastly, recommendation was given at the end of the research for the future researcher to enhance more on the study.

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CHAPTER 1

RESEARCH BACKGROUND

1.1   Introduction

Nowadays, the internet is known to be the open doors for businesses and firms from various industries to exploit and expand their marketing chances. In Malaysia, the number of internet users had increase significantly from 27.5 million in 2018, 27.97 million in 2019, and 28.38 million in 2020 Muller (2021). Since the internet usage has increase among society, it has opened the door for digital marketing chances. Digital marketing is defined as the types of media channels that influence audiences and customer segments Chaffey & Chadwick (2019). Digital marketing can be divided into 8 categories and one of the categories is social media marketing. Curtis (2013) defines social media as a platform that allows people to share, exchange and create information in the virtual networks. Meanwhile, Kaplan & Haenlein (2010) defined social media as a 2.0 versionof web which are build with the technological and ideological foundation platform that allows user to exchange and create content.

According to today's economy and generations, marketers are somehow need to learn and adapt with the new ways of thinking. The result of adapting with social media marketing has given companies from various industries a new way to breathe in order to obtain customers, create and communicate value to customers more efficiently. With varieties of social media platforms such as Facebook, Twitter, TikTok, and Instagram, potential customers from different geographical location can now connect directly with