

What Drives Consumer's Intention to use Online Property Websites: A Conceptual Model

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Abstract

The real estate market in Malaysia is growing as the nation grows more prosperous. There were 376,583 transactions recorded in Malaysia in 2010 with an aggregate worth RM107.44 billion (Construction Industry Development, 2016). This study intends to inspect the factors that drive consumer's intention to use online property website. Previous literature does not include in-depth analyses such as consumer behavior. Hence, this conceptual paper proposes a model the key constructs that determine consumers' intention to use online property website based on the Stimulus-Organism-Response (S-O-R) model. The proposed model integrates the S-O-R model with atmospheric cues from websites such as informativeness, effectiveness and entertainment. The results of the study provide significant insights the phenomenon of using online property ads and factors that influence consumers' intention regarding online property websites. Recommendations for future research are also presented.

Keywords: Consumer's intention; Ubiquity (UB); Ease of Use (EOU); Information Exchange (IE); Stimulus-Organism-Response (SOR) model.



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1. Introduction

Today, the property industry plays an important role in the national economy, while diffused online networking has a great influence on the real estate consumers. Online property websites are an significant medium in social media marketing. The need for the property industry to utilize social media in order to become connected with all of their current and potential customers, members within the industry and other organizations cannot be underestimated (Kim, 2011; Michaelidou, 2011). Past examinations and reviews shown that there are 3.773 billion dynamic Internet users and 2.789 billion web-based clients (Kemp, 2017). With an aggregate of 18 million dynamic users and an invasion rate of 59 for each per cent, social websites in Malaysia appreciated by an engaging seven per cent in 2016 (Kemp, 2017). The Rehda Institute reported that 376,583 transactions were recorded in 2010 worth RM107.44 billion. Moreover, the compound annual growth reported growth rate is 50.7% of the median cost. Consequently, online real estate ads -websites are being used more frequently in the property industry. However, the number of first-time home buyers currently stands at 34 percent, a decrease from 35 percent last year (the statistical norm is 40% historically). This evidence indicates that the use of real estate websites did not improve homebuyers or users search efficiency (Zumpano, 2009).

Social media advertising by using classified ads- website has been studied extensively in the area of tourism, management and marketing. However, the use of such websites for the real estate industry, particularly in developing countries has received scant examination. Furthermore, understanding of the underlying factors that influence consumers' intention to use online property websites seems limited. This lack of investigation may be related to the fact that most of the research to date has focused on social media advertising in the retail and tourism sectors. Therefore, this research aims to understand the motivations affecting consumer in relation to online property websites. The Stimulus-Organism-Response (S-O-R) model is utilized as the guiding principle in this study. This research hopes to generate new insights in understanding the use of online property advertisement and factors that influence consumer intentions to utilize them. Use of the Stimulus-Organism-Response (SOR) model can enhance understanding of the impact of environments on customer behavior, stimulus requirements, intervening factors and behavioral reactions (Spies, 1997) The model contends that the setting shaped (S - Stimulus) can impact the consumer disposition (O - Organism) evoking a behavioral reaction (R - Response).

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .778 ^a | .606 | .598 | 2.703 |

a. Predictors: (Constant), Service Quality, Social Media Marketing

2. Literature Review

This research proposes a conceptual model of the consumers' purpose to use an online property website depends on the selected S-O-R predictors such as ubiquity (UB), ease of use (EOU) and information exchange (IE). S-O-R has been widely used in relation to such factors as purchase intention, online store environmental shading, impulse buying behavior, flow experience and customer manners in mobile online purchasing (Chen and Yao, 2018); (Ettis, 2017); Huang, Q., & Chen, X., 2016; Liu, H., Chu, H.,). In the present study, S-O-R is utilized to establish a person's intention to utilize an online property site for advertising or to search for information about the property, using the filtering system through various unified aspects like ubiquity (UB), ease of use (EOU) and information exchange (IE).

2.1. The Stimulus-Organism-Response (S-O-R)

Numerous research on the environment, psychology field has utilized S-O-R and translate it into impulse buying behaviors. The

S-O-R model was at first anticipated by Mehrabian and Russell (1974) in the beginning. The S-O-R framework incorporates three perspectives: the atmosphere or stimulus (S) that triggers customer responses, the organism (O) that reacts, and the authentic reaction (R). The framework is intended to coordinate consumers' reactions to clarify individual perceptions and feelings with respect to the outer stimuli, and the positive or negative practices which are created in this way. Applying the S-O-R model in examining customer practices helps distinguish ecological improvement and buyers' external and internal using online website behaviors.

Past founders have utilized the S-O-R framework to demonstrate that the outline of e-commerce web sites influences the buyers' feelings and prompts distinctive practices, in this manner affecting the amount of item bought and the amount used up at the store (Verhagen and Van, 2011). This examination, auxiliary immovability is spoken to by the component of ubiquity; functional ease addressed with ease of use; and representative delight is represented by information exchange. In the perspective of the above literature, this study investigates the connection among the platform's architectural quality and emotion.

2.2. Ubiquity (UB)

According to (Clarke, 2008), the ubiquity of e-commerce influences customers in the process of sending, getting information and conducting online connections on buying platforms any time and anyplace instantly. Ubiquity is related to ease and breaks the restrictions on mobility, but also enriches users' understanding and skill through immediate appliance services in the mobile manufacturing. It was found that ubiquity affects consumers' cognitive satisfaction when they utilize social media. Thus, we theorize as follows.

H1: Ubiquity (UB) will have a significant positive relationship with consumers' behavioral intention to use online property websites

2.3. Ease of Use (EOU)

Ease of use is another vital aspect of consumers' behavioral intention to use online property websites. Desire buying manners are influenced by the simplicity with which the method can operate and purchase can be made. Most sellers ought to give consumers appropriately planned interfaces which require little exertion to utilize, enabling consumers to effectively discover the information they need and direct interactions of the information (Hung, 20018; Past researcher, (Davis, 1989), defined the term 'perceived ease of use' as "the degree to which a person believes that using a particular system would be free of effort". With regards to this examination perceived ease of use' is considered as the customers' recognition that insignificant exertion is required to utilize online property websites. There are numerous specialized and intelligent highlights in property databases which require the consumers to take part in top to bottom subjective endeavor. As indicated by Chandio *et al.* (2014) property operators or customers expect access to the information systems to reveal data identified with the property through the Internet. This enables them to reduce the decision-making time and enables them to make informed decisions about purchasing or selling property online. In the event that they see that utilizing the online resources is less demanding, they will probably draw in these systems in their decision-making process (Davis F. D. *et al.*, 1989). The consumers' recognition about the ease of use influences people's attitudes regarding the use or their usage intent about the information systems (Capo and Orellana, 2011; Lee and Cho, 2011; Lin *et al.*, 2013; Shin Jae Ik *et al.*, 2013); Shin J. I. (2013). Prior researchers revealed that the link between perceived usefulness and perceived ease of use is significant (Davis, 1989). Based on the above discussion, it is hypothesized that:

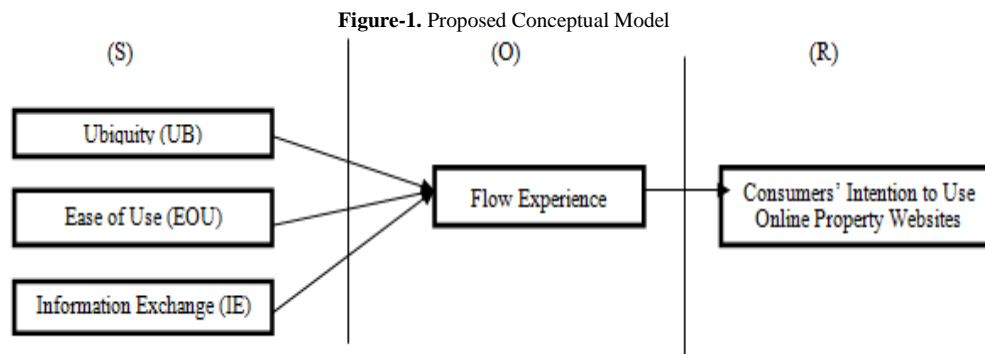
H2: Ease of use (EOU) will have a significant positive relationship with consumers' behavioral intention to use online property websites.

2.4. Information Exchange (IE)

The switch of information is an essential connection or relations between consumers and sellers, especially in the e-commerce businesses. The idea of information exchange inclusive information explore shared events and information prerequisite. According to Berbegal-Mirabent *et al.* (2016), interaction, exchange helps improve interaction about products between users, buyers and sellers, and understanding about the influence of suggestions and impulse buying behavior. The elements of exchange information are viewed as a vital factor in facilitating consumers' shopping goals, purchase process, boosting consumers' feelings while shopping and when attending auction platforms (Verhagen and Van, 2011). Thus, we hypothesize as follows.

H3: Information exchange (IE) will have a significant positive relationship with consumers' behavioral intention to use online property websites.

Based on the above mentioned literature, this study proposes a conceptual model as illustrated in Figure 1.



3. Conclusion

This conceptual examination depends on the S-O-R demonstrate as the guiding principles and the e-commerce standard requirement elements that influence consumers' intention to use online property websites. The theoretical model proposed in this study is integrated into the model to consolidated of the relationship between ubiquity (UB), ease of use (EOU) and information exchange (IE) and the consumers' intention to utilize online property websites in Malaysia. Conclusions are drawn and suggestions are made in this study. A qualitative research methodology has been recommended as a model to study the proposed model. It is hoped that the model proposed in this study can provide new insights into consumer intention to use online property websites for the purpose of purchasing or renting a property.

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