

# QUALITY OF REAL ESTATES WEBSITE, CX, PERCEIVING FLOW, CLIENT INTEREST DEVELOPMENT AND INCREASE CLIENT INTENTS

## QUALIDADE DO WEBSITE DE IMÓVEIS, CX, PERCEPÇÃO DE FLUXO, DESENVOLVIMENTO DO INTERESSE DO CLIENTE E AUMENTO DAS INTENÇÕES DO CLIENTE

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**Abstract:** This study aims to examine the relationships between quality of real estate website quality, client experience with websites, perceiving flow of clients, client interest development and increase in client intentions. Total 341 valid responses were collected from the targeted respondents and were empirically tested. Structural and measurement model were empirically tested through using PLS-SEM. Targeted sample includes the virtual visitors of the real estate websites and in person. Findings of this study confirm that real estate websites quality influences client experience, client perceived flow which in turn consequently influence client interest development and increase in client intentions. All the suggested constructs are not well understood in contemporary literature despite the implication for concerned authorities such as managers of the systems/websites. Contribution of this study included digital marketing, e-retailing and its importance.

**Keywords:** Real estate websites. Client experience. Client interest development. Client perceived flow. Increase client intentions.

**Resumo:** Este estudo visa examinar as relações entre qualidade de websites imobiliários, experiência do cliente com websites, percepção do fluxo de clientes, desenvolvimento do interesse do cliente e aumento das intenções do cliente. No total, foram coletadas 341 respostas válidas dos entrevistados visados e foram testadas empiricamente. A estrutura e o modelo de medição foram testados empiricamente através do uso do PLS-SEM. A amostra alvo inclui os visitantes virtuais dos sites imobiliários e em pessoa. Os resultados deste estudo confirmam que a qualidade dos websites imobiliários influencia a experiência do cliente, o fluxo percebido pelo cliente que, por sua vez, influencia consequentemente o desenvolvimento do interesse do cliente e o aumento das intenções do cliente. Todas as construções sugeridas não são bem compreendidas na literatura contemporânea, apesar das implicações para as autoridades envolvidas, tais como gerentes dos sistemas/websites. A contribuição deste estudo incluiu o marketing digital, o e-retailing e sua importância.

**Palavras-chave:** Sites imobiliários. Experiência do cliente. Desenvolvimento do interesse do cliente. Fluxo percebido pelo cliente. Aumentar as intenções do cliente.

## 1. Introduction

Information technology playing a dynamic and significant role in transforming the world from one shape to other. Such as, transformation and development in tourism industry, health sectors, and other services sectors (Wang et al., 2015). Undoubtedly, internet has played a significant role in the revolution of digital marketing concepts, which provides and proved number of opportunities in the services industries (Amaro & Duarte, 2015). Real estate offices and organizations are conventionally dependent on many factors such as spread of word of mouth (WOM), official references, social circles, colleagues etc. to offer their services and products. Conversely, the e-commerce emergence such as developments in websites decreased the gap between potential clients and real estate organizations (Ponte et al., 2015). However, compatibility between e-commerce and real estate organizations still under recognition to understand the quality of real estate organization websites, that may form the client's behavior (Hsu et al., 2012). Several past scholars have proposed the impact of website quality on customer experience, that further leads to gain customer intentions (Bai et al., 2008; Wang et al., 2015). Thus, contemporary study focuses further to understand and identify the link among real estate website quality and other constructs that may impact client experience, perceiving flow, that further develop the client interest and ultimately increase the client intentions.

Further, study focuses on the mediating constructs i.e. client experience and perceiving flow of clients and their effect on client interest development and increase client intentions. Client experience and flow of clients were taken into account since both are the forms of client's consciousness states and both are involved in the activity (Hsu et al., 2012). Conceptually experience leads to awareness, and flow is referring to the experience where clients and users are engaged in the activity to concentrate and developing a feeling of time distortion throughout their involvement in the process (Chen et al., 1999). Henceforth, using real estate websites may develop flow of state in clients where they should develop their interest and this further lead client for more intents, and more inclined towards using real estate websites.

Several past studies have discussed the importance of flow and experience in order to predict the human behavior in virtual atmosphere (Hsu et al., 2012; Thatcher et al., 2008). Thus, implicitly client experience and flow of clients lengthways may be valuable to predict client interest development and client intents on real estate website. Although, the

relationship among these constructs were studied and discussed in huge quantity, but client experience that impact flow of client and further lead interest development and increase in client intentions have not yet been properly investigated (Ali, 2016).

Thus, with this preceding and in line discussion, present study objective is to identify the real estate organization website quality and client experience with the websites of client flow towards client interest development and increase in client intents, using S-O-R theory framework presented by (Russel and Mehrabian, 1973).

## **2. Review of Literature**

### **2.1 Mehrabian & Russel Theory (S-O-R)**

Conventional but effective S-O-R theory presented by (Mehrabian and Russell, 1974), where “S” proposes as stimulus which triggered to change the state of individual into state “O”, that further lead to the individual approach or avoidance behavior “R” response. S-O-R theory is a thrifty description of businesses environments, that intervening the constructs and behaviors of individuals. And thus based on its popularity several past and recent studies discusses within the different businesses industries (Hsu et al., 2012). Following the study has based on S-O-R and developed the framework of the present study. Based on understandings the previous studies have classified the SOR as, quality of websites in the present study framework considered as stimulus “S”. In similar context the quality of websites can be assumed a stimulus, which may impact individuals psychological state of mind towards individual’s experience that may considered as “O” organism, that further leads to approach or avoidance behavior “R”.

### **2.2 Real-estate website quality**

Quality of websites and its importance is gaining attention from practitioners and academicians equally due to its dynamic nature in developing customer buying intentions and considerations. Different scholars defined websites quality from their perspectives, however Jeong et al., (2003), is more cited, “it is the overall excellence and effectiveness of a website in delivering intended messages to its viewers and audiences”. Criticism faced the definition of Jeong et al., (2003), “users’ evaluation of whether a web site’s features meet users’ needs and reflect the overall excellence of the website”, Chang and Chen (2008). In order to understanding more precisely the present study would adopt and recommend the

Chang and Chen (2008) definition, because in this definition there are more focused on customer perception.

Plenty of scholars proposed diverse dimensions where the websites quality can be measure Chang and Chen, 2008; Hernandez et al., 2009; Wang et al., 2015). Additionally, Ahn et al., (2007) mentioned that quality of website is a multi-dimensional and a complex construct, due to its complex and multi-dimensional nature, Au Yeung and Law (2004) mentioned that website design encompasses to its usability and functionality. The inline study conducted by Hernandez et al. (2009) from 1992-2007 concluded that information and its quality, system configuration and friendly use are the important characteristics of websites. Different functions on websites and the provided information about the services and products are the utmost, based on this studies recommended that websites are more enjoyable and more likely to be promoted Au Yeung and Law (2004). More in details, confidentiality and security should also be observed in order to avoid in any transactions Pavlou et al. (2007). Thus based on the arguments and discussion of different scholars this study also validates the different dimensions of website quality of real estate and considered the scales of Wang et al. (2015).

### **2.3 Perceived flow**

Flow is considered as cognitive state (Csikszentmihalyi, 1975) and can be defined as the overall experience of an individuals who feel after they act with the total involvement. Further, stated by (Gao & Bai, 2014), that individuals in a state of flow entirely become involved in precise activity, where they lose their self-consciousness where they control their atmosphere. Due to its dynamic nature, flow has achieved to increase the attention and develop the compelling practices (Ding et al., 2009).

According to Chen et al., (1999), internet facilitates the flow of occurrence that is considered as significant construct to describe computer and human interaction (Gao & Bai, 2014). More precisely, use of internets are facilitating a probable access into a flow state (Hsu et al., 2012). Further mentioned by (Gao & Bai, 2014), that it is practiced in several virtual environments for instance online games, online banking, travel agencies and short messaging services, where the individuals are involved to get pleasurable and enjoyable experience (Wang & Hsiao, 2012). As a result, individuals get experience from the service provider in the flow. The flow of experience in the previous studies influence individual attitude and individual intentions (Mathwick & Rigdon, 2004). In the context of

services websites such as real estate and hotel websites, where most websites visitors are looking information based on the provided information such as pictures and videos are established and read the blogs and review the previous comments after using the services (Gao & Bai, 2014). Thus this proved the use of websites of hedonic and utilitarian attributes.

Additionally, to impact the real estate website quality on individual perceiving flow are been rarely studies. Based on this discussion the present study has considered the individual experience and flow of individual as effective for each other.

#### **2.4 Development of interest and client intentions.**

Ultimately every service industry strives for the satisfaction of clients (Ryu et al., 2012) due to its impact on the performance and profits of client's satisfaction (Oliver, 1997), that in results get more attraction from practitioners and academicians. According to (Oliver, 1997), customer satisfaction is considered as the fulfilment of customer's responses "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with a consumer's prior feelings about the consumer experience". In the study of (Anderson & Srinivasan, 2003), "satisfaction may be best understood as an ongoing evaluation of the surprise inherent in a product acquisition and/or consumption experience". In the same context further elaborated a customer satisfaction by (Anderson & Srinivasan, 2003), a judgment that a product, or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment, including levels of under or over fulfillment". In order to patch-up the interaction of computer and human-interaction, satisfaction is considered the core determinant of positive and constructive behavioral intentions such as e-Wom, re-purchase intentions, and reconsideration (Hsu et al., 2012; Wang et al., 2015). Since, in social sciences customer satisfaction concept studied very well and several researchers have highlighted its understandings and its consequences. In addition to satisfaction and its determinants re-purchase intentions have also been widely discussed in the past literature (Almoussa, 2022), due to its significance behavioral dimensions (Zeithaml et al., 2006), and is substantial to understand actual purchase behavior (Hsu et al., 2012). Technology based customer satisfaction and feedback analysis is easier in order to collect the information that tends towards purchase intentions comparatively to that on actual behavior (Buttle & Bok, 1996). Additionally, it is stated by (Zeithaml et al., 2006) that huge literature is available in offline environment. It is the e-

channels which transform the buying pattern such as the consumer buying pattern, selling pattern, distribution pattern and ultimately consumer decision making pattern (Wang et al., 2015). In the similar context (Hsu et al., 2012) added in order to understand these frameworks of purchase intentions can be largely applied in the discussion of online channels.

In contemporary study, the online purchase intentions are considered as core resulted variable and can be discussed as willingness and intention in order to participate in an e-channel deal based on the website quality and information evaluation.

## 2.5 Hypotheses development

In present era websites are the core source to be contacted consumers by providers. According to (Wang et al., 2015), attracted approach of websites can be a source of satisfaction for the browsers. This is why human and computer interaction became the hot topic of scholars (Alflayyeh et al., 2020; Singh et al., 2019). Numerous scholars have proposed the analysis and dimensions of the website quality, easy to use, quality services and responsiveness (Hernandez et al., 2009; Heyam, 2022; Wang et al., 2015). Several scholars such as (Alflayyeh et al., 2020; Heyam, 2022; Wang et al., 2015) proposed website usability, its functionality, security with privacy to assess users perceived website quality. Scholar such as (Forgas et al., 2012), and others have mentioned that perceiving website quality has the ability to influence individual's emotional states such as anxiety and enjoyment. However, there are few studies that only focused on the relationship website quality and client experience and consequently consumer perceived flow Alflayyeh et al., 2020; Heyam, 2022). Past studies such as (Hsu et al., 2012) elaborated the significant relationship among various components such as system quality, information quality and service quality, flow of users and individuals experience. Connection among website quality clients experience and perceived flow of clients has also been supported by the past studies (Heyam, 2022; Wang et al., 2015 & Zhou et al., 2010). Thus present study also suggested the relationship of the real estate websites quality with customer experience and perceived flow. Thus based on the following discussion the following two hypothesis developed.

*H1. Real estate website quality has a significant and positive influence on client experience.*

*H2. Client experience has a significant and positive influence on clients perceived flow.*

Past studies such as (Alflayyeh et al., 2020; Gao & Bai 2014; Sulaiman Althuwaini & Haseebullah, 2020) has pointed out the limited attention towards the relationship between

perceived flow of clients on client interest development. Some studies have intensively focused on the consequences of perceived flow in e-channels mediated atmosphere, such as pricing sensitivity and justification, attracting consumers positively influencing attitudes of the focal website and the focal firm and intention to revisit and spend more time on the website (Kabadayi and Gupta, 2005; Mathwick and Rigdon, 2004). Different scholars such as Hsu et al. (2012) has claimed that clients who serve more on web are more into the flow state during web browsing and it is seems that they are more satisfied and generate several transactions in one turn (Harcharanjit et al., 2019; Heyam, 2022).

Based on the discussion above the following hypothesis are developed:

*H3. Perceived flow of clients has a significant and positive influence on client interest development.*

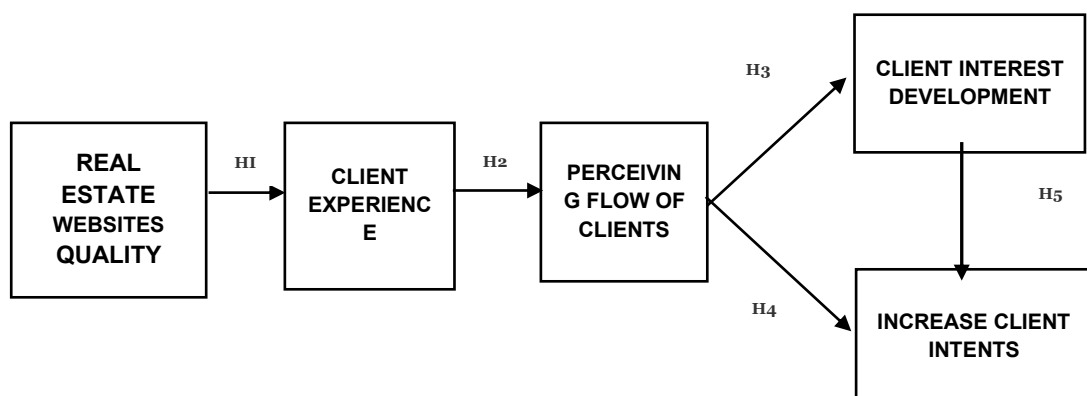
*H4. Perceived flow has a significant and positive influence on increase client's intentions.*

Scholars like (Oliver, 1997) consider the term satisfaction, i.e. gradually increase the interest towards service/product, this incensement based on product evaluation and interactive experiences with products and services. Further stated that interest development is not an end but rather wants to an end, that further leads to increase client interest and reconsideration (Gopalakishna & Mummalaneni, 1993).

Relationship between client's interest development and increase client's intention has received significant attention in several context of social sciences literature (Alflayyeh, 2020, Al Mousa, 2022; Wang et al., 2015). E-channels surfing is a client's willingness to perform a quantified purchase behavior (Hsu et al., 2012). Several scholars have discussed that developing interest in e-channels will lead to increase client intentions for reconsideration (Alflayyeh, 2020, Al Mousa, 2022; Bai et al., 2008; Wang et al., 2015).

Based on the discussion above the following hypothesis is developed:

*H5. Client interest development has a significant and positive influence on increase client intentions.*



### Figure 1. Research Framework

### 3. Methodology

Research model was tested through quantitative approach. Cross-sectional method for the collected data used to test the structural relationships and reflective constructs. Questionnaire was design to capture the information regarding real estate website quality, client interest, perceived flow of clients, client interest development and increase in client interest. It has been divided in three parts, the first part was screening questions to ensure that the respondents had experience to use the real estate website. Thus only those respondents were considered who used these websites to approach real estate agencies. Secondly, added the demographics (Tab.1) of the respondents such as their income, age, ethnicity, nationality, religion, marital status etc. however, third part of the questionnaire included the items in order to assess the perception about core constructs of the study.

Real estate website quality was divided in three dimensions thus it was measured using three dimensions i.e. usability, functionality and security & privacy, respectively six (6), five (5) and three (3) items were included for these dimensional constructs (adapted from “Wang et al., 2015”). Four items were considered for client experience (Ali Maaodhah et al., 2019; Heyam, 2022), three items were considered for perceived flow was using (Novak et al., 2003), whereas three items were used for client interest development and increase client intentions for each (Almoussa 2022; Chen and Barnes, 2007). Scaling from strongly disagree (1) to strongly agree (5) was used for all items.

**Table 1.** Demographic information

<b>Demographics</b>	<b>Percentage (%)</b>
<b>Gender</b>	
Male	51
Female	49
<b>Age</b>	
18-25 Years	21
26-35 Year	38
36-45 Year	22
Over 45 Year	19
<b>Education</b>	
High School	6
College	39
Graduate School/Above	55



<b>Monthly Income</b>	
Below 100000-Pakistani Rupees	9
100001-200000	38
200001-400000	43
400001 and above	10
<b>Marital Status</b>	
Single	43
Married	57
<b>Internet Exposure</b>	
0-3 Years	11
4-6 Years	33
More than 6 Years	56

Online data were collected, where different sources were used such as facebook, whatsapp groups and email sources. An online link was developed and shared through different social media platforms and emails. Link almost shared with 4000 users and 376 followed the link. However, another effort was included and respondents were reached to 494. Thus the total usable questionnaires were 341 after treating with missing values etc.

### 3.1 Treatment of missing values

According to (Little 1988), problems in collected surveys are universal, and it could may cause a problem while analysis. In addition, it is a hard challenge to treat effectively with the missing values and data especially in social sciences (Alflayyeh et al., 2020; Haseebullah & Saad Alflayyeh, 2021; Singh et al., 2019). However, to deal with the missing values expectation maximization algorithm was executed. Little missing completely at random 2 statistics was attained, this further indicated that missing values are in the random form and could not be a threat to the dataset.

### 3.2 Common method variance

Common method variance or bias is considered a common issue while dealing with quantitative dataset. Most of the time it happens when data collected from one place. However, Harman's one-factor test was conducted and relatively it is demonstrated in the results that there was no such issue found in this study.

### 3.3 Analytical methods

Hypotheses for the present study were tested using PLS-SEM. Since PLS is well recognized and established technique for assessing the path coefficients in such models and in the same research approaches (Ali and Kim, 2015). To determine the significance level of weight, loadings and path coefficients, following the PLS algorithm were run with the bootstrapping (5000 re-sample).

## 4. Results

### 4.1 Measurement model

In order to get the convergent validity, present study conducted the measurement model and it was assessed through factor loadings, AVE & composite reliability. However, as expected all items loadings were exceeded the minimum value of 0.7 (Hair et al., 2013) as shown in below (table 2).

**Table 2.** Measurement model

<i>Constructs (Items)</i>	<i>Loadings</i>	<i>AVE</i>	<i>CR</i>
REWQ1	0.743		
REWQ2	0.798		
REWQ3	0.819		
REWQ4	0.777		
REWQ5	0.829	0.758	0.856
REWQ6	0.899		
REWQ7	0.919		
REWQ8	0.921		
REWQ9	0.865		
REWQ10	0.786		
CX1	0.839		
CX2	0.767		
CX3	0.819	0.654	0.876
CX4	0.859		
CX5	0.901		
PFC1	0.798		
PFC2	0.819		
PFC3	0.737	0.713	0.867
PFC4	0.829		
CID1	0.809		
CID2	0.929		
CID3	0.901	0.788	0.832
CID4	0.815		
CID5	0.746		
ICI1	0.849		
ICI2	0.768		
ICI3	0.809	0.791	0.837

ICI4	0.787
ICI5	0.811

Composite reliability (CR) is checked which depicts the recommended value 0.7 in all the latent constructs (Hair et al., 2013). Average variance extraction (AVE) that reflects the amount overall accounted for the latent constructs recorded more than the recommended i.e. 0.5 (Hair et al., 2013). Table 3 shows the square-root of AVE that is greater than the inter construct correlations in the correlation matrix, which indicate discriminant validity for the reflective constructs. Additionally, table 3 also shows the HTMT ratio of correlations to assess the discriminant validity at its best. According to (Kline, 2011), this may cause an issue towards discriminant validity if the value of HTMT is greater than the recommended value of 0.85. And thus in (table 3) all the values passed the required criteria, therefore no issue found in the discriminant validity.

**Table 3.** Hypothesis results

<i>Fornell and Larcker's (1981)</i>	<b>REWQ</b>	<b>CX</b>	<b>PFC</b>	<b>CID</b>	<b>ICI</b>
<b>REWQ</b>	0.839				
<b>CX</b>	0.454	0.895			
<b>PFC</b>	0.476	0.853	0.911		
<b>CID</b>	0.674	0.452	0.452	0.739	
<b>ICI</b>	0.759	0.396	0.492	0.754	0.851
<b><i>Heterotraitmonotrait(HTMT)</i></b>					
<b>REWQ</b>					
<b>CX</b>	0.649				
<b>PFC</b>	0.754	0.838			
<b>CID</b>	0.684	0.788	0.683		
<b>ICI</b>	0.761	0.821	0.769	0.765	

Weights of the first order constructs and second designated order constructs can be seen in table 4. These values indicate that the real estate website quality with three significant first order constructs, which includes quality, usability, functionality and security. As recommended by (Chin et al., 2008) the bootstrapping option in PLS was applied to perform the statistical path coefficients. Standard root mean square residual is considered the only approximate that can be fit the model criteria (Henseler et al., 2016). Further the value of standard root mean square residual should be less than 0.08 recommended by past studies. Present study however observed the standard root mean square residual value

0.062, which indicates the significant and adequate model fit. The  $R^2$  values refer to the explanatory power of the predictor variable on the respective constructs.

Real estate websites quality predicts 23.0% of the client experience ( $R^2=0.230$ ). Client experience predicts 27% of the perceived flow of clients ( $R^2=0.270$ ). Perceived flow of clients predicts 16.5% of the client interest development ( $R^2=0.165$ ). Perceived flow of clients predicts 35.6% of the increase in client intention ( $R^2=0.356$ ). However, client interest development predicts 36.6% of the increase client intention ( $R^2=0.36.6$ ).

**Table 4.** Hypothesis results

Hypotheses	Beta	t-value	Decision
H1 REWQ → CX	0.652	13.881*	Supported
H2 CX → PFC	0.476	9.765*	Supported
H3 PFC → CID	0.549	7.234*	Supported
H4 PFC → ICI	0.651	9.364*	Supported
H5 CID → ICI	0.692	7.788*	Supported

Table 4 results help accept all the considered hypotheses. Present study confirms that real estate website quality contributes client experience, perceived flow of clients and, in turn, influences their client interest development and increase client intentions. As a result, it is found that website quality has a strong impact on client perception and their expertise, that further excel to perceive the flow of client, which in turn client interest development and increase client intentions.

## 5. Discussion and Conclusion and

Distribution channels are increasingly getting importance; effective real estate websites are also offering number of benefits to real estate world (Hsu et al., 2012). These websites have turned into a proper channel of communication that can be used by the clients in order to obtain benefits and relevant information from real time transactions (Amaro & Duarte, 2015). Further, it is multiple way of communication which could generate a good atmosphere to boost CRM, that in result turns to customer for more intentions and positive behavior (Ponte et al., 2015). Several past studies have used these strong arguments to evaluate the contents and features of real estate websites.

However, in the same context a very few and little research has carried out to assess and evaluate the feature and quality of these websites, that has great impact on client's

interest development and consequently increase in client's intention. Thus in order to fill the research gap present study conducted an empirical investigation between real estate websites, client experience, perceived flow of clients, client interest development and increase client intentions. Results of this study explained a several significant problems and issues that relates the website quality and its impact on user's behavior and perceptions.

These findings are validated that the real estate website quality is a second order complex construct that has three basic dimensions which includes usability of websites, functionality and privacy and security. Additionally, present study also highlighted that real estate website quality, information quality and privacy and security are very influential factors that further develops clients experience, perceived flow, client interest development and increase the client intentions. Due to its importance and effectiveness thus the operators and managers of these websites should ensure the best usability that may result in clients getting into their state of flow. Functionality of the websites are also considered an important dimension of real estate websites. In the context of online surfing that leads for further purchasing, these dimensions may play an important role where clients are not physically available for inspecting the items (on the spot) for sale and they majorly depend on detailed information to make their minds for purchase. Thus, these websites should be up-dated and full of information to enhance client involvement. Since users of internet are getting more technology oriented, and online purchasing and buying is getting more importance due to its 24/7 availability, thus users are partaking more in online purchase.

## **6. Limitations**

Present study like other studies could have some limitations and flaws. First, present study considered three dimensions to operationalize the concept of real estate website quality that includes website usability, its functionality and privacy and security. However, future studies may consider other important concepts such as service quality, information and maintenance etc. secondly, more or less respondents can get other results depending on the geographic and demographic characteristics. Thirdly, antecedents are considered as real estate website quality, this can be replaced with other antecedent such as hotel website quality, airline online ticketing etc. Lastly future studies may also include other components such as excitement, enjoyment, delight constructs in the proposed model.

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