



RESEARCH PAPER

Improving Software as a Service (SaaS) Efficacy in Real Estate Sector

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ABSTRACT

As the real estate industry increasingly relies on mobile communication strategies, the role of SMS marketing has become pivotal in engaging potential buyers and renters. This research explores the significance of interface design in SMS marketing within the real estate sector, focusing on user experience and interaction. The research employs a mixed-methods approach, incorporating quantitative data analysis and qualitative user feedback. Utilizing real-world case studies and industry-specific scenarios, Findings from this research are expected to provide actionable insights for real estate professionals, marketers, and interface designers to optimize SMS marketing campaigns. By understanding the dynamics of user interaction and preferences, stakeholders can tailor their approaches to convey property information effectively and create a positive and memorable user experience, fostering long-term client relationships. The results further recommend that designing interfaces that resonate with users can elevate the effectiveness of SMS marketing strategies to achieve efficacy in real estate sector.

KEYWORDS Interactive SMS for Property Promotion, Mobile Communication Strategies, SMS Automation, SMS Marketing, User Interface Design

Introduction

The increase in the use of mobile devices is becoming more important to executing marketing strategies through mobile phones. Most mobile phones have text messaging capabilities, which most users use. To reach customers worldwide, finding effective ways to communicate with them is required. To do this, it is better to integrate international short message service (SMS) marketing into strategy (Dickinger et al., 2004). SMS marketing involves companies sending advertisements to their potential customers. Companies can use this strategy to send relevant information to those who opt for it. This strategy uses direct trading concepts for clients ready to open their messages immediately. This strategy provides a significantly high response rate when compared to its allies' services (i.e. Email, App notification, etc.) SMS marketing statistics in America include (Ahmed, 2018): About 95% of SMS are read within the first 5 minutes. 70% of Americans want deals from their favorite companies delivered straight to their cell phone. 22% of valuable text messages are forwarded to friends and family. The average exchange rate of a mobile advertisement is 20%. When considering the real estate (for realtors) marketplace, this strategy is regarded as an effective approach to increasing the confidence of clients (Real Estate in a Digital Age 2017 Report, n.d.). SMS marketing offers various advantages, including the simplest and quickest way to reach customers. About 90% of realtors use laptops/desktops and smartphones daily. They use these devices to connect customers via messages, calls, and emails. The percentage of realtors' interaction with customers through text messages, instant messages, emails, and calls are 90%, 34%, 94%, and 91% respectively (Real Estate in a Digital Age 2017 Report, n.d.).

Another report from the National Association of Realtors (NAR) reported that 62% of real estate clients prefer to share real estate information via SMS. Therefore, it is less likely to miss any opportunity communicated through SMS to purchase the property. Tools including Batch leads, launch control, Lead Sherpa, ROOR, and REI Reply are majorly used in real estate marketing. These toolkits are considered helpful for simplifying, storing, and formatting all data in one place. These are also efficient in terms of reward and the response rate. The global pandemic has taken its toll on societies, causing them to become increasingly divergent to change from the old way of doing business to more digital access via mobile applications and real estate the industry is no exception. Real estate agents are also gradually starting to do this. Advertise their real estate listings more often in the mobile application, developers can publish their applications and develop a traditional book system. But the list of properties in mobile apps available in today's market is just that for search and registration information only. Therefore, this is the purpose to develop and implement a mobile application for the real estate market that is the virtual home viewing experience can provide an enhanced and enabled experience. Making appointments, the possibility of contacting real estate agents becomes easier and more convenient. Evolutionary prototypes were adopted as the preferred software development methodology for this purpose because it makes its requirements flexible and iteratively refined during the entire project implementation phase. Furthermore, a literature review also analyzes existing applications currently available today to review all the essential features that have emerged including application, as well as other areas for improvement correspondingly. Good verification and validation of the implemented functions and features tested through the unit, usability, and user acceptance. Testing was done to ensure it was completed to meet all proposed specifications requirements. Overall, it can be concluded that the project was a success because it achieved all objectives. The future can be better by implementing more features and functionality in the property list application to strengthen competitive advantage in the real estate market (Leong E-Jenn et al., 2021).

Literature Review

Internet marketing is endorsing an association using broadcasting and online advertising panels to increase profit or meet objectives. E-Marketing needs a complete strategy executing the business of a company's sale model of a company on a web page with its functionality and interface. As a new method in software technology Software as a Service (SaaS) is integrated with on-demand software service, provided by the sellers to customers. It allows to hire of any software application only when there is a necessity of such an efficacy. The permitting for using this kind of application may be with a single user or it can be common with several users and offers a modest and economical way to have proper software services with the least expenditures. The SaaS methodology became more popular in the crisis period, because of its high services and less conservation and costs. The accessibility on demand is highly elastic when the maintenance of the tool is taken into explanation. SaaS saves the multiple hardware requirements, once the use of the software is over and allows a central control of the business by the service earner. The system of action is spread amongst many users from a single server and offers allocation in the license. SaaS also overlooks the re-installing of the software within an organization. The use of SMS marketing in the real estate industry has progressed because of the increasing dependence on mobile technology and the need for more straight and instant statements with potential buyers, sellers, and other stakeholders (Limbășan & Rusu, 2011). The extensive acceptance of mobile devices universally has transformed how people contact information, counting real estate larger spectator. As digital marketing strategies expanded, real estate agencies started incorporating mobile marketing into their overall plans. SMS, with its high open rates and immediacy, became a popular choice for real-time communication. SMS allows for quick and direct communication, making it ideal for time-sensitive information like property alerts and appointment reminders. Compared to emails, SMS messages often have higher open rates, ensuring that the information reaches the intended audience promptly. Real estate agencies recognized the importance of delivering targeted and personalized

messages to potential buyers and sellers. SMS marketing provided a platform for tailoring messages based on the recipient's preferences and the properties they were interested in. SMS marketing became a valuable tool for lead generation, allowing real estate professionals to capture leads and nurture them through the sales funnel. The immediacy of SMS can contribute to faster conversion rates, especially when it comes to scheduling property viewings or providing additional information. With the emphasis on privacy and data protection, real estate agencies needed to ensure that they obtained proper consent before sending SMS marketing messages. SMS marketing in real estate often involves integration with Customer Relationship Management (CRM) systems. This integration streamlines lead management and allows for more effective communication. Real estate professionals have been keen on gathering feedback from consumers regarding their communication preferences. Understanding how different demographic groups respond to SMS marketing helps in refining strategies. Real estate SMS marketing has evolved with emerging technologies such as artificial intelligence (AI) for personalization and automation. Real estate agencies have had to navigate challenges related to message content, ensuring that SMS campaigns provide value without being perceived as spam. Balancing frequency and timing to avoid overwhelming recipients has been a consideration. In conclusion, the background of SMS marketing in the real estate industry is rooted in the need for effective, immediate, and targeted communication in an era where mobile devices are central to information consumption. The ongoing evolution of technology and marketing strategies continues to shape the landscape of SMS marketing in real estate. With the production of cell phones and the rapid increase in the number of cell phones, the number of subscribers to this service has led marketers to adopt this method. When we engage in marketing activities and adopt the concept of mobile marketing, On the contrary, it has provided marketers with new and innovative techniques or traditional means of communication for buying and selling. In this study, factors influencing consumer attitudes towards mobile phones (respondent sample). Marketing is determined by various factors, including the capabilities of mobile devices, the marketing nature of information, enthusiasm, attractiveness, and authority (Le Bodic Vodafone, n.d.). With the rise of intelligent mobile devices, of course, smartphones, a new approach to e-marketing powerful consumer issues that they now have treasures in hand. Cellphone communication technologies were particularly advanced in the 2000s, considering the impact of social changes networks, they are themselves generalized. Portable technologies enable communication after importation without any limit of space to the channel of advance (Yousif, 2012). The smartphone has proven to be a revolutionary ubiquity means it can be time spent on mobile media, mobile Google, and direct search numbers. An indirect revenue is generated by mobile phones. The expectations of consumer companies are also the same better, reliable, responsible, and tailor-made solutions must be available now. They need services that support consumers' daily activities. Previous research focused on the following themes: mobile marketing strategy, permission marketing, proximity marketing, News, and usefulness. Empirical gaps have been identified in mobile real-time and mobile push systems. marketing field. This study fills these gaps by exploring the extent to which real-time mobile communication and current content impact the consumer engagement rate in mobile communication (Aemro et al., 2020). Today, the Internet is one of the most effective means of communication between individuals, businesses, and customers. Increased internet use has a big impact on consumer behavior. Businesses are finding new ways to do this. Consumers benefit from using the internet and think about it simultaneously as a new decision-making tool. Real estate agencies want to sell their property as quickly as possible. Thus, companies have effectively used all marketing opportunities (Glay, n.d.). Using IT, real estate companies can relate to potential real estate buyers and equip them will all necessary information for buying decision-making. An important phase of the purchasing process is searching for information. Nowadays buyers use the web as a research tool. Every real estate agency should have big goals. Real estate companies analyze real estate values, demand, and the country's economic pointers on an even basis. Buyers and their choices are a crucial factor in any industry. A significant online marketing tool is SEO (Search Engine

Optimization). Search engine optimization aims to reorder web page content so that a website seems in the search engine after a precise keyword question result list as high as possible. Social networks are another actual and important online marketing tool, which can help companies to connect with their customers. The call word regarding social media marketing is customer appointment. It means that companies provide their customers with the data that is important to them, which they are ready to comment on and share. Typically, they spend time attending such social networks as Twitter, Facebook, etc. If customers like and share real estate-related company posts, they spread the company's marketing message and inform other possible customers about the company's offers. The Internet has drastically altered many industries, including also the real estate industry. Today buyers are gaining more and more access to information than ever before. Potential real estate consumers use the Internet as a research tool where to find essential information for auxiliary buying decisions. Real estate sellers should know that today's customers are very knowledgeable. According to Google research devoted to the analysis of USA real estate buyers' habits out of 10 % of homebuyers use the Internet as one of the main research tools, and 52 % of clients start their search using the Internet. According to the information presented by Google, the amount of real estate searches goes up yearly by 22 %. The main reason for customers is to find information that can reduce buying-related risks (Carroll et al., n.d.). Research results show that real estate companies understand the importance of Internet occurrence. Real estate companies have websites that present all the necessary data to customers and inform them about companies' supplementary services. Companies present qualitative information about their marketing objects – evidence is clear and complete, and probable customers can easily recognize the presented information. Some real estate companies are open to finding closer relations with customers and offer online communication. Communication in social networks is lacking. Future research could be related to the analysis of real estate customers' belief – how potential customers evaluate digital marketing approaches and content competitive market (Watson et al., 2013). The internet is an excellent vehicle for creating and capturing value and has a tremendous impact on the industry. Since 2008 the real estate industry has become a popular topic because of the calamity in this industry. Therefore, real estate companies try to enhance their actions and facilities in a cheap market. The internet is a brilliant automobile for creating and taking value and has a marvelous influence on the industry. The use of the Internet in the real estate industry eases the contact between different objects and improves the transparency of real estate actions (Dumpe, 2015). Many real estate customers have used online sites to search real estate schedules and keep track of the real estate market using online capital. Conventionally real estate agents have presented a full set of facilities to sellers and buyers, including marketing the seller's home or supplementary the buyer's search, holding open houses for sellers and viewing homes to customers, making offers and supporting in consultations, and organizing the steps to close the contract. In the traditional real estate industry, the buyer is accountable for the real estate agent services charges and the purchase deal cost. But today, buyers and sellers can use the Internet to list and search for houses, possibly evading traditional real estate agents. The Internet and the World Wide Web can disaggregate the above services. The Internet allows users to search the real estate housing properties and provides a list of property replacements. It provides information about real estate properties, their values, and neighborhoods. The Internet permits matching and negotiation of buyers and sellers. It may assist with property collection and investor search (Cherif, 2013).

The background of SMS marketing in the real estate industry is rooted in the need for effective, immediate, and targeted communication in an era where mobile devices play a central role in information consumption. The ongoing evolution of technology and marketing strategies continues to shape the landscape of SMS marketing in real estate (Patil University et al., 2014).

Material and Methods

Nature

It's mixed method research incorporating both quantitative and qualitative research methods. The questionnaire consisted of a combination of closed-ended questions, utilizing Likert scales for quantitative assessments, and open-ended questions to encourage qualitative responses. This quantitative approach is extensively adopted across numerous types of research as it is not only operative and efficient but economical as well.

Population

Real estate professionals were queried about their utilization of SMS marketing strategies, perceived effectiveness, and challenges encountered. Clients, on the other hand, were asked about their experiences with SMS marketing, their preferences, and the impact of SMS communication on their decision-making processes.

Sample Size

Primary sources for collecting data were obtained through a primary questionnaire distributed to real estate professionals at the software house. A total of 320 online questionnaires were distributed. 131 valid questionnaires were available finally. This primary research is valuable for generating original insights and addressing specific research objectives that may not be adequately covered by existing secondary data.

Sample Technique

The survey was distributed through targeted email lists and professional real estate networks, ensuring a diverse and representative sample. Additionally, measures were taken to guarantee participant anonymity, fostering honest responses.

Instrument

To evaluate the efficacy of real estate SMS marketing, a structured questionnaire survey method was employed to gather insights from key stakeholders within the real estate sector. The survey instrument was designed to capture multifaceted perspectives, incorporating both real estate professionals and clients. Data collection began in February 2022 and ended in May 2022. The questionnaire was written in English because it is universal and easy to understand. The collected survey data serves as a foundational component of the broader research methodology,

Pilot Testing

Before the questionnaire was formally issued, 10 respondents were given the questionnaire to make the first prediction of the questionnaire. Then the questionnaire was modified and built on the feedback and recommendations of the questionnaire.

Validity and Reliability

The statements in the questionnaire were designed according to the quintet (Likert) scale: 5 –strongly agree 4 –agree, 3 –neutral, 2 –disagree, 1 –strongly disagree. Cronbach's alpha test was used to check the reliability of the overall data collected. Also, the validity of other questions is tested against the available frequency.

Data Analysis Technique

The data is investigated systematically by Statistical Package for Social Sciences (SPSS) software. Firstly, the data were processed by using MS Excel then a brief understanding of the SPSS software was taken with the help of the experts. Then the data was analyzed by using these two software.

The Scale and Dimension

The statements in the questionnaire were designed according to the quintet (Likert) scale: 5 –strongly agree 4 –agree, 3 –neutral, 2 –disagree, 1 –strongly disagree. Cronbach's alpha test was used to check the reliability of the overall data collected. Also, the validity of other questions is tested against the available frequency.

Results and Discussion

Demographic profile of respondents

The result shows that there was a total of 131 respondents, with 51.9 percent male and 48.09 percent female. The statistics also revealed that 3.8 percent of respondents are intermediate pass out, 28.2 percent of respondents are undergraduate 41.9 percent are graduated, also 25.9 percent of respondents are post-graduated. Many of the respondents are from the 18 to 25 age group which is 45.03 percent, but most of them 47.3 percent are from the 26 to 35 age group, and nearly 7.6 percent are in the 36 to 45 age range, indicating that most respondents are adults. Also, another significant part of data collecting is that some people who were doing part-time jobs had a frequency of 56.4 percent.

Table 1
Respondent's Demographics profile

Variable	Category	Frequency	Percent
Gender	Male	68	51.9
	Female	63	48.09
Education	Intermediate	5	3.8
	Undergraduate	37	28.2
	Graduate	55	41.9
	Post graduate	34	25.9
Age group	18 to 25	59	45.03
	26 to 35	62	47.3
	36 to 45	10	7.6
Job type	Part time	57	43.5
	Full time	74	56.4

The results of the current research also highlight some other aspects, including SMS marketing in the real estate sector. These aspects show the knowledge of SMS marketing, its impact, and results for future recommendations based on the information gathered from survey data. Many points were considered while collecting the data by keeping in view the prospect's response i.e., difficulties faced while performing the SMS marketing operations. The human behavior while responding to the real estate marketing messages. Following is general data that has a strong impact on SMS marketing and its efficacy in the real estate sector.

Most respondents (73%) are familiar with the term "SaaS," indicating a broad awareness of SaaS among participants, while a smaller segment (27%) is unfamiliar. A majority (57%) currently use SaaS for marketing operations, showing its adoption in the marketing sector. However, 43% are not using SaaS for this purpose, highlighting room for potential growth. Respondents largely perceive SaaS as beneficial for marketing operations, with 36% rating it as "Excellent" and 46% as "Good." Only a minor group (2%) thinks it is

"Not good," and 16% chose "None of these," perhaps indicating neutrality or lack of opinion. When it comes to IT knowledge in real estate marketing, 65% of respondents consider themselves either "Very well knowledgeable" (22%) or "Knowledgeable" (43%). A further 32% feel "Somewhat knowledgeable," while 3% report being "Not knowledgeable." The overwhelming majority (95%) find real estate marketing tools reliable, with just 5% disagreeing, suggesting general trust in these tools. The majority (54%) rate the time needed to handle SMS responses as "Moderate" compared to other marketing services, while 33% rate it as "Low." Only 11% view it as "High," indicating it's not generally seen as particularly time-consuming. Almost half of the respondents (47%) see multiple advantages, including wide use of information, time efficiency, higher efficiency, and ease of use. Individual benefits were also noted, with 17% valuing wide information usage, 14% reducing time, 15% efficiency, and 8% ease of use. A significant 61% find it difficult to analyze call and SMS responses at the same time, indicating a challenge in multitasking these communication channels. However, 39% do not face such difficulty. The majority (71%) believe that responding to anonymous prospects decreases employee productivity, whereas 29% disagree, highlighting some concerns about productivity drain. Switching between different SaaS tools is seen as "Moderate" by 67% of respondents, with only 13% viewing it as "High." An equal 13% find it "Less" difficult, and 7% indicated "None of these." Most respondents (77%) keep property data or notes online, while 23% use offline methods, indicating a preference for digital storage solutions. Over half of respondents (51%) find it "Less likely" to encounter random prospects, while 42% report it is "Most likely." Only 5% indicate "Not at all," with 2% selecting "None of these." A majority (57%) rate the interface complexity as "Moderate," while 24% find it "Less" complex. Only 11% rate it as "High," and 8% indicated "None of these." Among those who find the SaaS tools complex, 60% would like a change in the interface, while 39% are content with the current design. A significant 81% would like to integrate SMS marketing with other marketing tools, while 19% do not see the need, indicating a strong interest in tool connectivity. A vast majority (91%) believe that minimizing interface complexity would increase productivity, while only 9% are uncertain about the productivity impact of such changes. Almost all respondents (95%) expect advancements in real estate marketing, reflecting strong anticipation of future developments, with only 5% not expecting changes.

This data provides valuable insights into the preferences, challenges, and expectations related to SaaS use, interface complexity, productivity factors, and overall technology adoption in real estate marketing.

General Descriptive Statistics

The initial general descriptive statistics provide an overview of participants' views on key factors affecting their work. With categories such as "Waste of Time," "Employee Frustration," "IT Tools," "Response to Prospects," and "Advancement," the data suggests a consensus that responding to anonymous inquiries can be time-wasting and frustrating. Participants also expressed a need for IT tool advancements to streamline processes, evidenced by low mean scores indicating dissatisfaction in these areas.

Table 2
General Descriptive Data

Category	Min	Max	Mean	Std. dev	Mode
Waste of time	1	5	2	1	1
Employee frustration	1	5	3	1	2
IT tools	1	5	2	1	1
Response to prospects	1	5	2	1	2
Advancement	1	5	2	1	1

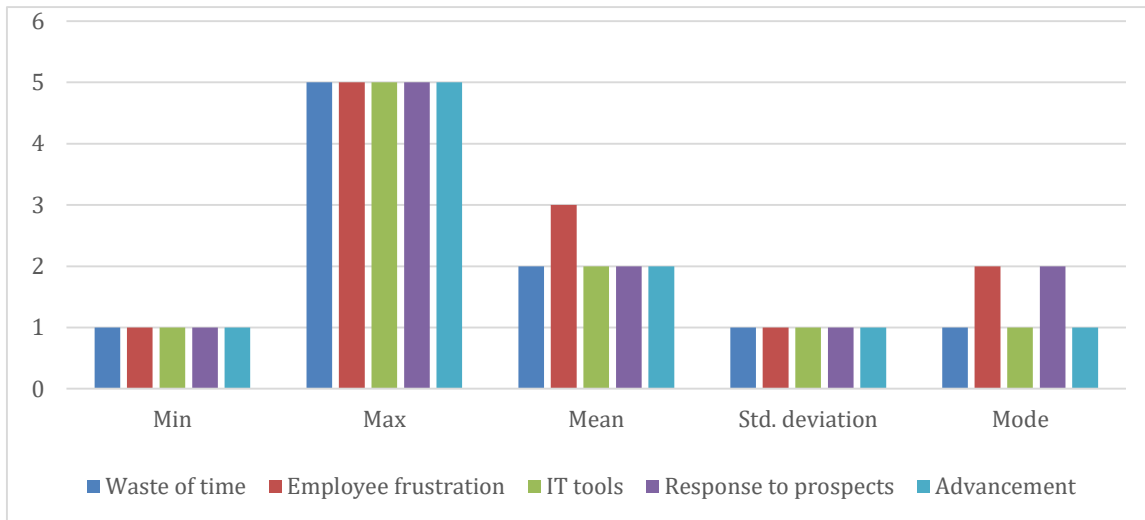


Figure 1 General Descriptive Statistics

Gender Descriptive Statistics

The gender-based analysis highlights differences in how male and female participants perceive time-wasting and frustration. Female respondents, with a higher mean value, find "Waste of Time" and "Employee Frustration" as significant issues, suggesting that interface design or workflow could be refined to reduce perceived inefficiencies. Male respondents, however, showed a comparatively moderate level of frustration, indicating that their time spent on responses could be optimized.

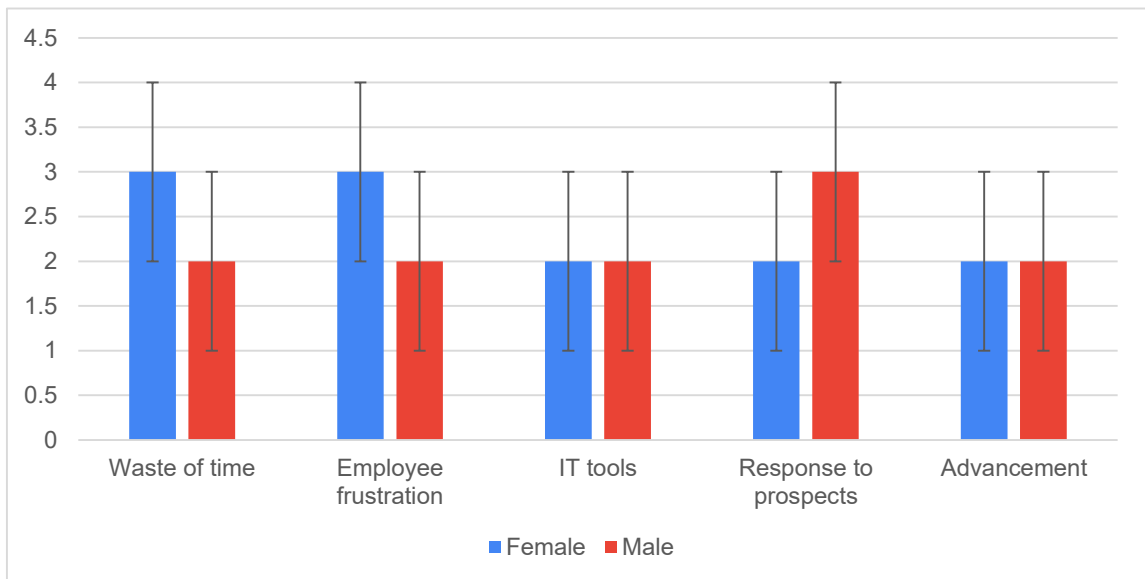


Figure 2 Gender-Based Comparison

Age Descriptive Statistics

The breakdown by age groups (18-25, 26-35, and 36-45) offers insights into how experience levels may impact perceptions of time waste and frustration. Younger respondents (18-25) showed high frustration with a mean of 3, while the middle age group (26-35) showed moderate mean values, and the oldest group (36-45) demonstrated increased frustration. This pattern suggests that accumulated experience could increase frustration and expectations for more streamlined tools.

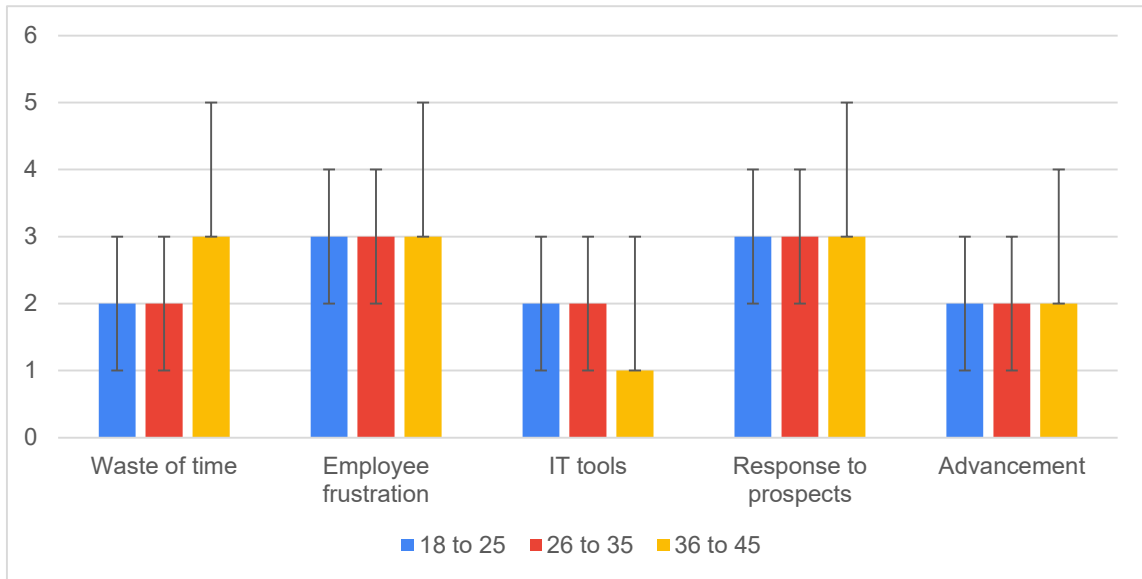


Figure 3 Age Group Comparison

Education Descriptive Statistics

Education levels (Intermediate, Undergraduate, Graduate, Postgraduate) also influenced participants' perceptions. Intermediate-level participants prioritized IT advancement, while undergraduate and postgraduate participants shared concerns over time waste and frustration. This trend implies that education may affect awareness of technology's potential benefits, with more educated groups potentially seeking more efficient, technology-driven solutions.

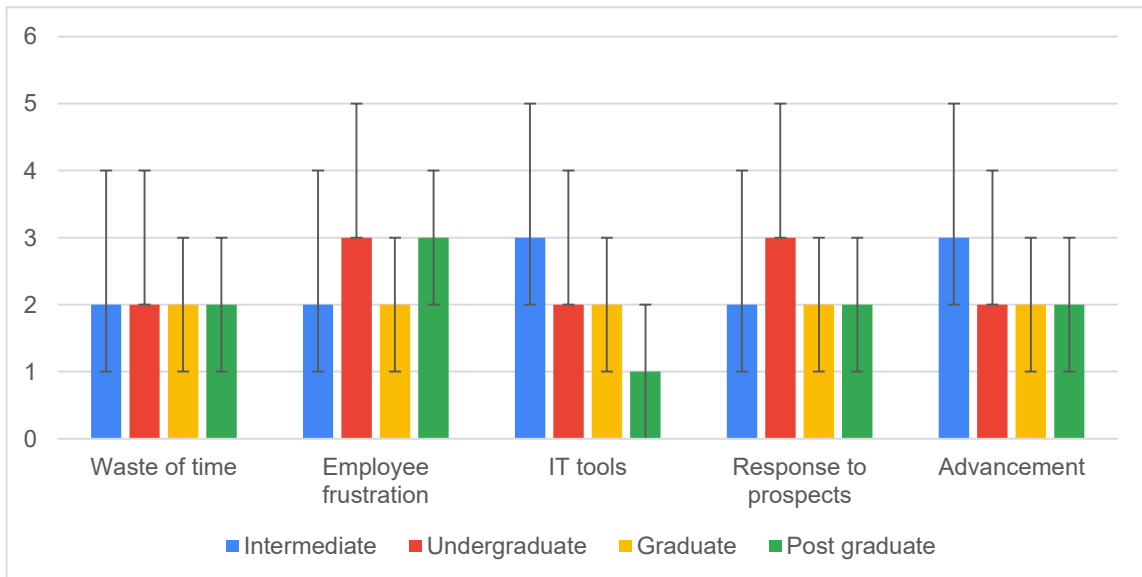


Figure 4 Education Wise Comparison

Job Type Descriptive Statistics

Job type (Part-Time vs. Full-Time) analysis reveals that both groups perceive time-wasting and frustration similarly. However, full-time employees are more affected by the cumulative impact of these factors, potentially due to their longer hours. Both groups agree on the need for improved IT tools and streamlined interfaces to enhance productivity.

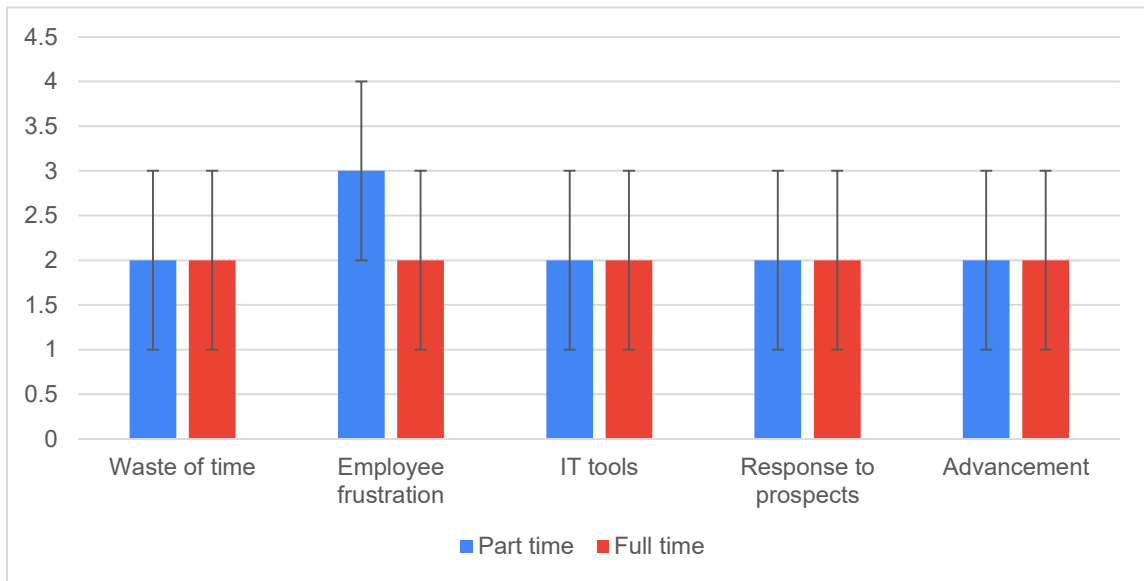


Figure 5 Job Based Comparison

Comparison Summaries

- **Gender Comparison:** Female respondents feel more impact from time wastage and frustration compared to males, who focus more on the need for efficiency in response times.
- **Age Comparison:** Older respondents (36-45) have a greater mean value in frustration, with younger respondents seeking tool advancements more keenly.
- **Education Comparison:** Education level influences the perceived value of IT advancements, with more educated respondents expecting more from tool functionalities.
- **Job Type Comparison:** Both part-time and full-time employees agree on frustration levels but differ slightly in tool expectations, with full-time employees showing a preference for more efficient IT tools.

Overall, the data suggests that while SaaS and IT tools play a significant role in real estate marketing operations, they currently fall short in key areas, especially around user interface design and response management. Tailoring these tools according to user demographics (gender, age, education, job type) could enhance productivity and reduce frustration.

Test of Reliability

Testing the reliability of SMS marketing in the real estate sector involves assessing the consistency and dependability of the results produced by SMS campaigns. To measure the reliability of SMS marketing in the real estate sector and the response we get against some factors that are used in the questionnaire was adopted the internal consistency test by Cronbach’s alpha. This test also measures the participant’s answer consistency of all items used in the questionnaire. A reliability coefficient of Cronbach’s alpha of 45 percent or higher is considered.

Table 3
Test of Reliability

No. of items	Cronbach’s alpha	Number of cases
4	0.87%	131

Therefore, the table illustrates that Cronbach's alpha scale is a measure of reliability. The Cronbach's alpha coefficients of SMS marketing and response achieved a reliability value of 0.87 which means the study is standard and reliable. According to the study, the value of Cronbach's alpha is suggested above 0.70 is considered acceptable. The results show that the impact of SMS marketing in the real estate market has a great influence on the techniques used. SMS marketing is strongly related to the efficacy of methods used while getting the respondent's information.

The study helped us to overview the importance of user interface design in real estate SMS marketing. The impact of interface design in real estate SMS marketing is substantial, influencing various aspects of the marketing process and user experience. This study shows that employees working on real estate SMS marketing operations gave their opinions based on their job experience, job type, gender discrimination, and qualification. Study shows that most employees working on SMS marketing operations are male. Also, most of the participants are from full-time jobs having maximum job experience. It is also analyzed from the above data that most of the employees are graduated falling in the category of adults. So, it is seen from the data gathered that interface design plays a significant role in real estate SMS marketing operations. The employee's productivity is also based on the tools and techniques being used for SMS marketing operations. If there are many anonymous respondents involved, then employee's frustration levels will increase which will lead to low productivity levels.

When researching real estate SMS marketing, there are several potential limitations that researchers may encounter. It's important to acknowledge these limitations to provide a clear understanding of the scope and potential constraints of the study. One of the major limiting factors is that there are very few software houses that are working on foreign real estate marketing operations. So, it was quite difficult to find those companies that have direct interaction with clients working abroad in the real estate sector. Also, there is another big challenge to find out those real estate markets in which proper SMS campaigns run for marketing purposes. So, it can easily be said that there is no proper market in the real estate sector that could help throughout this survey. This took a lot of time as well. Another limiting factor was that normal people were unaware of SaaS terms, so it was a big challenge to find those people who had full-fledged information as well as experience in real estate SMS marketing.

To meet these limitations, adapting to technological advancements, consumer preferences, and regulatory changes will be crucial for the effectiveness of real estate SMS marketing in the future. It is observed from the above data gathered that there is a major need to design an interface that can give better results in terms of SMS marketing operations. A well-designed interface design will minimize employee frustration and will give the maximum output in terms of employee productivity. Also, it is recommended to make this SaaS term and its implementation in SMS marketing operations more popular in each software house so that maximum people can give maximum output regarding this SMS marketing operations.

Conclusion

Interface design is crucial in real estate SMS marketing for several reasons. An effective and user-friendly interface can significantly impact the success of SMS marketing campaigns in the real estate sector. An intuitive and well-designed interface enhances the overall user experience. Users, including both marketers and recipients, should find it easy to navigate and interact with the SMS marketing platform. A positive UX encourages continued engagement and contributes to the success of marketing efforts. A well-designed interface streamlines tasks and processes, making it more efficient for marketers to create, schedule, and monitor SMS campaigns. An accessible interface ensures that users, regardless of their level of technological expertise or any potential disabilities, can easily

use the SMS marketing platform. This inclusivity is important for reaching a diverse audience and ensuring that all users can leverage the platform effectively. A robust interface allows marketers to customize and tailor their SMS campaigns to specific audiences or demographics. The ability to easily modify message content, target recipients, and schedule campaigns enhances the flexibility and adaptability of marketing strategies in the real estate sector. A well-designed interface includes features for visualizing and interpreting data. Marketers can benefit from clear and concise reports that provide insights into the performance of SMS campaigns. Visual representations of key metrics, such as open rates and conversion rates, help marketers make informed decisions. Real estate SMS marketing often involves integration with Customer Relationship Management (CRM) systems. An interface that seamlessly integrates with CRM tools allows for the efficient management of customer data, enabling personalized and targeted SMS campaigns based on client history and preferences. Compliance with regulations, such as SMS marketing opt-in requirements, is critical. Given the nature of SMS marketing, where messages are sent to mobile devices, a mobile-responsive interface is crucial. A well-designed interface ensures that marketers can access and manage campaigns seamlessly from both desktop and mobile devices. Also, it should facilitate easy management of opt-ins and opt-outs, ensuring that marketers comply with relevant laws and regulations.

Recommendations

The results of this research suggest that a thoughtfully designed interface in real estate SMS marketing platforms contributes to a positive user experience, efficient campaign management, and the ability to gather valuable insights from data. It ultimately helps marketers create and execute successful SMS campaigns that effectively reach and engage their specific target audience in the real estate sector, which ultimately leads to improved efficiency in the real estate sector. This efficiency can lead to increased productivity, allowing marketers to focus on strategy and content rather than struggling with a complex or unintuitive interface.

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