

## **Assessing the Aesthetic Usability Effect on Consumer Behavior in Real Estate**

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### **ABSTRACT:**

As the real estate industry has become increasingly competitive, developers and marketers are focusing more on the aesthetic design of properties and the impact of this is on consumer behavior. In this study, we aimed to assess the impact of aesthetic usability on consumer behavior in the real estate industry, with a particular focus on the visual representation of properties. We examined how the use of visual design and user experience can influence consumer behavior and purchasing decisions, and how these factors explored have evolved over time with changes in the industry. Additionally, we explored the role of promotional activities and they have on consumer behavior in real estate.

By conducting this study, we provided valuable insights into the relationship between aesthetic design, usability, and consumer behavior in the real estate industry. The data is collected from a random sample, 115 respondents have shared their opinion through the questionnaire. To analyze the collected data various data analysis techniques like chi square test, descriptive analysis and regression analysis were used to obtain the desired results with the help of SPSS and Excel. The findings of this study can be used by real estate companies to better understand the needs and preferences of their customers, and ultimately, to develop more effective marketing strategies that can help drive demand for their properties.

**Key words:** Aesthetic usability effect, Promotional activities, Real estate, Consumer behavior, social media.

### **INTRODUCTION:**

In this research study, an effort has been made to comprehend how aesthetics and usability affect customer behavior in real estate, how digital marketing has altered the industry, and how these factors affect consumer purchasing behavior.

In recent years, there has been growing interest in the impact of aesthetics on consumer behavior in real estate. Aesthetic usability is the study of how visual design and user experience impact the usability and overall effectiveness of a product or service. Research has shown that aesthetics can play a critical role in shaping consumer perceptions and behavior, particularly in the real

estate industry, where the appearance and design of properties can greatly influence purchasing decisions.

A study by Gupta N and Gupta M in India explored the impact of aesthetic usability on consumer behavior in real estate, surveying 300 individuals in the property purchase process. The results revealed a positive correlation between perceived aesthetic usability and consumer behavior, emphasizing the role of visual appeal, usability, and perceived quality. Aesthetically pleasing and user-friendly properties were associated with higher willingness to pay and increased recommendations. The aesthetic usability effect, recognized across diverse fields, significantly influences user attitudes and purchase intentions. In real estate, studies show that visually appealing design enhances trust, professionalism, and purchase intentions, emphasizing its importance for increased satisfaction and business success.

Aesthetic design plays a crucial role in real estate, influencing consumer trust, purchase intentions, and satisfaction. Lee and Hong (2016) found that visually appealing real estate websites are perceived as more trustworthy and engaging, prompting increased user interaction. Similarly, Kim and Kim (2015) noted higher purchase likelihood on aesthetically pleasing real estate websites, emphasizing the positive user experience. Tractinsky et al. (2000) observed increased engagement and usability with visually pleasing website designs. Beyond initial interactions, Hassenzahl and Tractinsky (2006) found that aesthetic design fosters positive emotions, boosting customer loyalty and repeat purchases. Overall, aesthetics significantly impact user perceptions and behaviors in real estate.

In conclusion, the aesthetic usability effect is a crucial aspect of user experience design that can impact user perception, attitude, and behavior towards products and services. Aesthetically pleasing website design can increase consumer trust, purchase intentions, and satisfaction, leading to increased customer loyalty and repeat purchases. Real estate companies should prioritize the visual appeal of their websites to create a positive user experience that drives business success.

## **Elements of Aesthetic Usability Effect:**

The aesthetic usability effect, observed when users perceive visually pleasing designs as more usable, is crucial in real estate website design. Key elements include visual appeal, simplicity, consistency, and accessibility. Visual appeal, incorporating high-quality images and effective use of color, enhances user engagement. Simplicity, fostering easy navigation, contributes to positive user experiences. Consistency throughout the design creates cohesion and predictability, increasing usability. Accessibility ensures users easily find important property information. Prioritizing these elements enhances the user experience, building consumer trust, purchase intentions, and satisfaction in real estate websites. In sales, the appearance of personnel is vital, impacting potential buyers' first impressions. Professional dressing, grooming, and positive body language establish credibility and trust, increasing the likelihood of successful property sales. Sales galleries, when aesthetically designed with interactive features and technology, create memorable experiences and emotional connections, influencing purchase decisions.

Functionality, meeting practical needs, and visual appeal are key factors influencing consumer behavior in property buying. Real estate companies should understand and meet the preferences of their target audience, leveraging the aesthetic usability effect for business success and customer loyalty.

### **Link between Real Estate and Aesthetic Usability Effect:**

Real estate and aesthetics are inseparable, as a property's visual appeal significantly influences its market value. The combination of current trends and timeless styles enhances a property's overall appeal, conveying professionalism and attracting customer appreciation. In India, the real estate sector, valued at 12 billion US dollars in 2018, contributes 5% to the country's GDP and shows substantial growth, attracting global businesses and foreign investments. Consumer behavior in real estate is dynamic, with developers creating future-ready living spaces aligned with evolving buyer preferences. Marketing is crucial, leveraging aesthetic appeal to attract and fulfill consumer desires throughout the entire project cycle. The aestheticism of the commodity, shaped by the exchange of value and final form, plays a central role in real estate marketing.

### **Impact of Social Media in creating demand in Real Estate:**

Social media has significantly impacted real estate, providing a powerful tool for connecting with buyers and creating demand. Platforms like Facebook, Twitter, and Instagram boost visibility with engaging content, such as photos and virtual tours, generating excitement around properties. Social media offers insights into consumer behavior, informing tailored marketing strategies. It transforms real estate transactions with real-time, personalized engagement, fostering trust and increasing sales. Businesses must establish a strong online presence for success in the competitive market. In the realm of virtual entertainment and marketing, social media is crucial, allowing broad audience reach and a shift from traditional advertising. Building a professional image and fostering trust are essential, and the trend of direct contact between buyers and sellers is growing, especially in India. Digital marketing provides a competitive advantage, as seen in the shift away from traditional advertising channels, according to the NAR/Google "Digital House Hunt" survey (2019).

## **OBJECTIVES OF THE STUDY:**

- 1.To assess the Impact of Aesthetic Usability effect on Consumer behavior in Real Estate.
- 2.To understand the best practices followed in Real Estate website design and their effects on customer purchase preferences.

3.To assess the change in the promotional activities of real estate companies over the period to ascertain changing consumer's demand.

## **LITERATURE REVIEW:**

The Review of literature on aesthetic usability effect on Consumer behavior in real estate predominantly centers around the impact of aesthetics in the real estate sector, digital marketing, and other promotional activities in the real estate sector.

Studies by Moosavi and Asgari (2021), Zeng, Wu, and Zheng (2020), and Ahrens and Weigelt (2020) underscore the positive impact of aesthetic usability on user engagement, satisfaction, and loyalty in real estate websites and online platforms. These findings stress the significance of incorporating aesthetic usability in design for enhanced user experience and improved business outcomes.

Naeem and Hameed (2018) observe changing consumer demand prompting real estate companies in Lahore to adopt social media and digital platforms for promotions, emphasizing customer satisfaction.

Lee and Lee (2017), Ramakrishnan and Samant (2017), Prasad and Khan (2017), Bakshi and Sharma (2017), and Chan and Wong (2015) delve into the impact of website design on user behavior, highlighting the influence of visual aesthetics, usability, information quality, and changing consumer preferences.

Yeh, Hu, and Chang's eye-tracking study (2015) emphasizes the importance of prioritizing aesthetic usability in real estate websites for improved user perception and behavior.

In essence, these studies collectively stress the critical role of aesthetic usability in shaping positive user experiences and driving favorable outcomes in the real estate industry.

## **RESEARCH METHODOLOGY:**

The study employed a cross-sectional and descriptive research design to assess the impact of aesthetic usability on consumer behavior. Utilizing questionnaires distributed to a random sample at a specific time, the research aimed to gather perceptions and opinions from participants. This design was chosen for its relevance to the study's goal, allowing for data collection through sampling and descriptive analysis.

### **SAMPLE DESIGN**

In this study, a sample of 115 respondents was randomly selected from different age brackets (18-30, 31-45, 45-60, and 60 and above) to represent the population of interest in real estate.

## DATA COLLECTION METHOD

Structured questionnaires, utilizing the Likert scale, were exclusively employed for primary data collection on the aesthetic usability effect on consumer behavior. Participants, reached online, rated their agreement with statements on a scale of 1 to 5. The questionnaire covered demographic information, website layout impact on consumer buying behavior, and the role of promotional activities in real estate. Observations during administration added valuable insights to the study.

## DATA ANALYSIS TECHNIQUES

For data analysis, widely used tools like SPSS were employed. These tools facilitate statistical calculations, enabling researchers to comprehend data patterns, trends, and relationships, ultimately drawing meaningful insights from the research data.

## DATA ANALYSIS, FINDINGS AND DISCUSSIONS:

### Reliability Statistics

Reliability in measurement refers to the consistency of results when a scale is used repeatedly. Reliability analysis assesses the correlation between scores from different administrations of the scale, indicating the degree of systematic variation. A strong association in reliability analysis signifies consistent and credible results from the scale.

**TABLE 1**

**Case Processing Summary**

		N	%
Cases	Valid	115	100.0
	Excluded <sup>a</sup>	0	.0
	Total	115	100.0

a. Listwise deletion based on all variables in the procedure.

**TABLE 2**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.738	37

Prior to finalization of questionnaire, a pilot sampling was carried out to ensure that all the required information areas are covered and that there are no discrepancies in the final questionnaire.

The scale was designed for the study only. Hence, reliability test of the scale was done. Cronbach's alpha was then applied to establish the internal reliability of the scale. The final alpha static was 0.738, indicating high internal reliability and consistency in the data.

### Response Rate

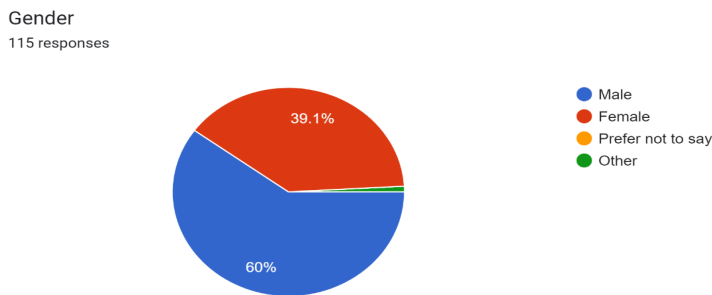
Questionnaires were floated around and total of 115 respondents filled it completely. The target was 120 thus the response rate is 95.8%. The questionnaires were then scrutinized for errors and omissions.

### General Demographic Background

The demographic background describes the respondent's broad background information. Gender, age range, and occupation were all factors. The following subsections give this information.

#### Respondent by gender

The study wanted to establish respondents' gender. The below figure is the representation of the findings:



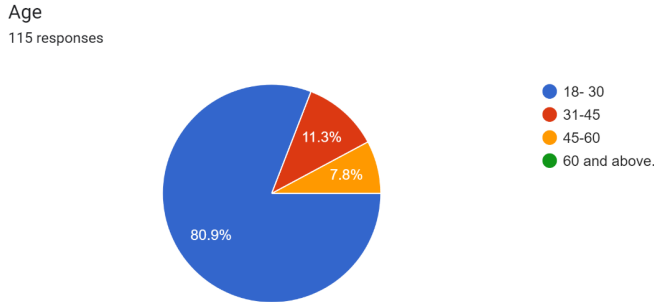
		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	46	39.1	40.0	40.0
	Male	69	60.0	60.0	100.0
	Total	115	100.0	100.0	

The respondents were required to declare their gender. According to the table above, 60% percent of the total are male, 39.1% percent of total are female.

As a result, the study concluded that there are more males than females who are interested in buying real estate property.

### Respondent by age

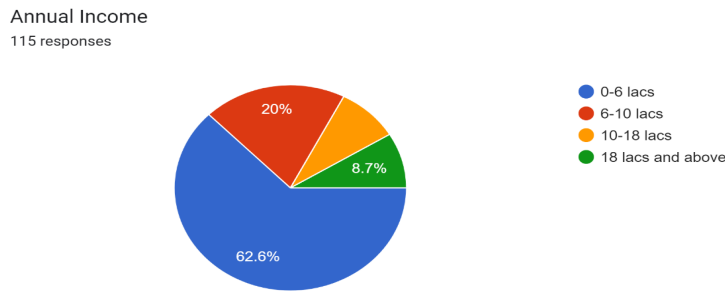
The study wanted to establish respondent’s age. The below figure is the representation of the findings:



		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	92	80.0	80.0	80.0
	31-45	14	12.2	12.2	92.2
	46-60	9	7.8	7.8	100.0
	Total	115	100.0	100.0	

The study findings states that most respondents were within 18-30yrs with 80% followed by 31-45 yrs. with 12.2% and 46-60 yrs. with 7.8%. This implies that people of age between 18-30 are more fascinated towards aesthetic usability effect in real estate.

### Respondent by Income



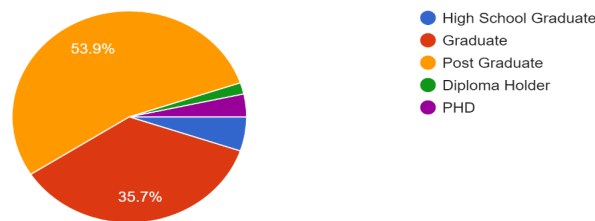
### Annual Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-6 lacs	71	61.7	61.7	61.7
	6-10 lacs	24	20.9	20.9	82.6
	10-18 lacs	10	8.7	8.7	91.3
	18 lacs and above	10	8.7	8.7	100.0
	Total	115	100.0	100.0	

The study findings states that most respondents earn 0-6 lacs per annum, i.e., 61.7% followed with 20.9% who earn 6-10 lacs. Then there are 8.7% respondents who earn 10-18 lacs and 18 lacs above annually. This shows people with moderate income bracket are more likely to address the aesthetic appeal of the property.

### Respondent by Educational Qualification

Educational Qualification  
115 responses



### Educational Qualification

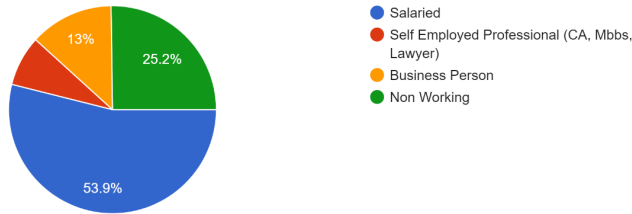
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school graduate	7	6.1	6.1	6.1
	Graduate	40	34.8	34.8	40.9
	post graduate	62	53.9	53.9	94.8
	diploma	2	1.7	1.7	96.5
	PHD	4	3.5	3.5	100.0
	Total	115	100.0	100.0	

The study findings states that most respondents who are post graduate have strong opinion about the aesthetic appeal, almost 53.9% of the total sample is post graduate and straightaway given their strong views on aesthetic usability and promotional activities which drives the consumer behavior in real estate.

### Respondent by Profile



Individual Profile  
115 responses



**Individual Profile**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Salaried	61	53.0	53.0	53.0
	self-employed professional	9	7.8	7.8	60.9
	business person	16	13.9	13.9	74.8
	non-working	29	25.2	25.2	100.0
	Total	115	100.0	100.0	

The study reveals that 53% of respondents, particularly salaried individuals, express strong opinions on aesthetic appeal. Additionally, 13.9% of business persons hold strong views on aesthetic usability and promotional activities, influencing consumer behavior in real estate.

### Chi Square test

The Chi-Square test is a statistical method used to assess the discrepancy between observed and expected categorical data. It helps determine if the relationship between two categorical variables is due to chance or if there's a significant association between them.

### Hypothesis 1

H<sub>0</sub> - There is no association between age and people opinion about aesthetic usability effect.

H<sub>1</sub>- There is association between age and people opinion about aesthetic usability effect.

**Age \* Assuming that you are going to buy a property in future then how would you rate the overall aesthetic appeal of the property? Crosstabulation**

Count

		Assuming that you are going to buy a property in future then how would you rate the overall aesthetic appeal of the property?					Total
		1	2	3	4	5	
Age	18-30	4	4	27	40	17	92
	31-45	0	1	3	5	5	14

46-60	0	1	1	4	3	9
Total	4	6	31	49	25	115

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5.468 <sup>a</sup>	8	.707
Likelihood Ratio	6.099	8	.636
Linear-by-Linear Association	1.787	1	.181
N of Valid Cases	115		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .31.

### Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal Phi	.218	.707
Cramer's V	.154	.707
N of Valid Cases	115	

### Interpretation-

The results indicates that  $X=5.468$  and  $p=0.707$ .

From the above table we can say that the value of chi square is 5.468. As the p value is greater than significance level ( $0.707 > 0.05$ ), this indicates that there is sufficient evidence to conclude that null hypothesis is accepted.

Hence, both the variables are not associated with each other that means age of a person does not decide his/her preference toward aesthetic appeal of the property.

Cramér's V and phi is a measure of strength of association between two nominal variables, giving a value between 0 and +1. In the above scenario as we can see that the value is 0.216, this shows that there is moderate association between the two variables as the value lies between 0.2 and 0.6.

### Hypothesis 2

$H_0$  - There is no association between gender and people choice about the distance between the property and main market.

$H_1$ - There is association between gender and people choice about the distance between the property and main market.

**Gender \* How easy is it to navigate through the property which you are likely to buy?  
Crosstabulation**

Count

		How easy is it to navigate through the property which you are likely to buy?					Total
		1	2	3	4	5	
Gender	Female	4	11	13	14	4	46
	Male	5	5	23	21	15	69
Total		9	16	36	35	19	115

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.653 <sup>a</sup>	4	.070
Likelihood Ratio	8.793	4	.066
Linear-by-Linear Association	4.378	1	.036
N of Valid Cases	115		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.60.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.274	.070
	Cramer's V	.274	.070
N of Valid Cases		115	

**Interpretation-**

The results indicates that  $X^2$  and  $p=0.707$ .

From the above table we can say that the value of chi square is 5.468. As the p value is greater than significance level ( $0.707 > 0.05$ ), this indicates that there is sufficient evidence to conclude that null hypothesis is accepted.

Hence, both the variables are not associated with each other that means age of a person does not decide his/her preference toward aesthetic appeal of the property.

Cramér's V and phi is a measure of strength of association between two nominal variables, giving a value between 0 and +1. In the above scenario as we can see that the value is 0.216, this shows that there is moderate association between the two variables as the value lies between 0.2 and 0.6.

### Hypothesis 3

H<sub>0</sub> - There is no association between gender and people preference about the use of modern technology and appliances.

H<sub>1</sub>- There is association between gender and people preference about the use of modern technology and appliances.

### Gender \* How well does the property must integrate modern technology and appliances? Crosstabulation

Count

		How well does the property must integrate modern technology and appliances?					Total
		1	2	3	4	5	
Gender	Female	1	3	13	21	8	46
	Male	0	2	16	29	22	69
Total		1	5	29	50	30	115

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.920 <sup>a</sup>	4	.296
Likelihood Ratio	5.347	4	.254
Linear-by-Linear Association	4.030	1	.045
N of Valid Cases	115		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .40.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.207	.296
	Cramer's V	.207	.296
N of Valid Cases		115	

**Interpretation-**

The results indicates that  $X= 4.920$  and  $p=0.296$ .

From the above table we can say that the value of chi square is 4.920. As the p value is greater than significance level ( $0.296>0.05$ ), this indicates that there is sufficient evidence to conclude that null hypothesis is accepted.

Hence, both the variables are not associated with each other that means gender of a person does not decide his/her preference about the use of modern technology and appliances.

Cramér's V and phi is a measure of strength of association between two nominal variables, giving a value between 0 and +1. In the above scenario as we can see that the value is 0.207, this shows that there is moderate association between the two variables as the value lies between 0.2 and 0.6.

**Hypothesis 4**

$H_0$  - There is no association between gender and people preference about the use of modern technology and appliances.

$H_1$ - There is association between gender and people preference about the use of modern technology and appliances.

**Annual Income \* Have you recently purchased or considered purchasing a property in the past 6 months? Crosstabulation**

Count

		Have you recently purchased or considered purchasing a property in the past 6 months?			Total
		1	2	3	
Annual Income	0-6 lacs	17	41	13	71
	6-10 lacs	8	7	9	24
	10-18 lacs	4	2	4	10
	18 lacs and above	6	3	1	10
Total		35	53	27	115

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.599 <sup>a</sup>	6	.024
Likelihood Ratio	14.324	6	.026

Linear-by-Linear Association	1.367	1	.242
N of Valid Cases	115		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 2.35.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.356	.024
	Cramer's V	.252	.024
N of Valid Cases		115	

**Interpretation-**

The results indicates that  $X=14.599$  and  $p=0.024$ .

From the above table we can say that the value of chi square is 14.599. As the p value is smaller than significance level ( $0.024 < 0.05$ ), this indicates that there is sufficient evidence to conclude that null hypothesis is rejected.

Hence, both the variables are associated with each other that means annual income of a person impacts his decision of the purchase of the property.

Cramér's V and phi is a measure of strength of association between two nominal variables, giving a value between 0 and +1. In the above scenario as we can see that the value is 0.356, this shows that there is moderate association between the two variables as the value lies between 0.2 and 0.6.

**Hypothesis 5**

$H_0$  - There is no association between profile and methods through which awareness of property, people are considering to buy.

$H_1$ - There is association between profile and methods through which awareness of property people are considering to buy.

**Individual Profile \* How did you become aware of the property you purchased/considered purchasing? Cross tabulation**

Count

How did you become aware of the property you purchased/considered purchasing?							Total
1	2	3	4	5	6	7	

Individual Profile	Salaried	10	7	17	3	2	14	8	61
	self-employed professional	1	2	1	1	1	2	1	9
	business person	1	1	8	2	0	2	2	16
	non-working	5	0	7	4	3	9	1	29
Total		17	10	33	10	6	27	12	115

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.803 <sup>a</sup>	18	.404
Likelihood Ratio	21.771	18	.242
Linear-by-Linear Association	.105	1	.745
N of Valid Cases	115		

a. 20 cells (71.4%) have expected count less than 5. The minimum expected count is .47.

### Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal Phi	.404	.404
Cramer's V	.233	.404
N of Valid Cases	115	

### Interpretation-

The results indicates that  $X=18.803$  and  $p=0.404$ .

From the above table we can say that the value of chi square is 18.803. As the p value is smaller than significance level ( $0.404 > 0.05$ ), this indicates that there is sufficient evidence to conclude that null hypothesis is accepted.

Hence, both the variables are associated with each other that means profile of a person impacts his awareness of the property, they tend to buy.

Cramér's V and phi is a measure of strength of association between two nominal variables, giving a value between 0 and +1. In the above scenario as we can see that the value is 0.404, this

shows that there is moderate association between the two variables as the value lies between 0.2 and 0.6.

## Regression Analysis

Regression analysis is a quantitative technique or a research method for evaluating the relationships between a dependent variable and one or more independent variables.

Linear Regression Modelling was applied and result was used to explore the second objective of the research i.e., best practices followed in Real Estate website design and their effects on customer purchase preferences.

This is to determine the dependency of user-friendly interface on the independent variables like High-quality images and videos, Property search functionality, Mobile responsiveness, Fast page load times and Call to action button.

**TABLE 1**

Regression Statistics	
Multiple R	0.211163898
R Square	0.044590192
Adjusted R Square	-0.035933194
Standard Error	0.992475859
Observations	115

**TABLE 2**

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	9	5.010903602	0.556767067	1.017433751	0.431062008
Residual	109	107.365908	0.98500833		
Total	118	112.3768116			

**TABLE 3**

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	2.966797558	0.266781161	11.12071614	1.170696E-19
X Variable 1	-0.093551072	0.10658361	-0.877724753	3.820237E-01

## Interpretation

The analysis indicates a significant relationship between a user-friendly interface and high-quality images, videos, property search functionality, mobile responsiveness, fast page load times, and call-to-action buttons (R square = 0.044, Table 1). However, the model lacks strong correlation between all variables ( $F = 0.431$ ,  $p > 0.05$ , Table 2). The R-Square value of 0.044 suggests a positive relationship between Augmented Reality and customer's purchasing intent, meaning an increase in the user-friendly interface corresponds to a decrease of 0.093 units in the



independent variable (Table 3). Further research is recommended to explore other aspects of the study.

## **CONCLUSION:**

In conclusion, this study highlights the significant impact of aesthetic usability on consumer behavior in real estate. A visually appealing and user-friendly interface, along with other key elements, positively influences engagement and buying decisions. The findings emphasize the importance of prioritizing usability in real estate website and marketing design, offering valuable insights for industry stakeholders and policymakers. Improved user experiences contribute to industry growth and consumer satisfaction.

Chi-square test results reveal associations between demographic variables and factors influencing consumer perceptions of aesthetic usability in real estate. Regression analysis justifies the dependence of user-friendly interfaces on various website layout factors, contributing to increased demand and attracting a significant customer base. The study emphasizes the effective role of aesthetic usability in shaping consumer behavior in the real estate sector.

However, it is important to acknowledge the limitations of this study. The research focused on a specific geographical area and may not be fully generalizable to other contexts. Additionally, the study primarily relied on self-reported data from participants, which may be subject to response biases. Future research could consider a larger and more diverse sample to enhance the generalizability of the findings. Additionally, incorporating objective measures and longitudinal studies could provide a deeper understanding of the long-term effects of aesthetic usability on consumer behavior in the real estate industry.

## **SOCIETAL IMPLICATION OF STUDY**

Research on the Aesthetic Usability Effect's impact on consumer behavior in real estate carries significant societal implications. It benefits consumers by improving their property search and purchase experiences. Understanding usability effects allows developers to create user-friendly platforms, enhancing consumer decision-making efficiency. Additionally, this research contributes to the industry's growth and development, shaping strategies to meet evolving customer expectations and fostering economic prosperity. Societal stakeholders, including regulatory bodies, gain insights for developing ethical marketing regulations and policies, ensuring consumer protection, transparency, and fair competition. This fosters a trustworthy and sustainable real estate market. The research's broader community impact includes promoting inclusivity, addressing diverse needs, and creating an equitable housing market. In summary, it enhances the user experience, aligns marketing with consumer preferences, and positively impacts the community and economy.

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