

# Relationship Between Digital Emotional Intelligence and Performance of Real Estate Digital Marketing in Nigeria

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**Abstract:** Achieving service quality in digital marketing requires the understanding of psychology and technology to guide brand interactions that bridge physical and digital channels. Therefore, the understanding of digital emotional intelligence on how human emotion and behaviors change across physical and digital channels contributes to the performance of digital marketing. This research examined the relationship between digital emotional intelligence and performance of real estate digital marketing among estate agents in Nigeria. Structured questionnaire were randomly administered on 195 estate agents in Lagos Metropolis out of which 181 (93%) constituted valid response used for data analysis. Both descriptive and inferential statistics were adopted. The result of Pearson product-moment correlation revealed that there is a statistically significant, large, positive correlation between digital emotional intelligence and performance of real estate digital marketing among estate agents. Findings also indicated that social media marketing, website marketing and search engine marketing were the most effective digital marketing channels in real estate marketing. The study concluded that the adoption of Digital Emotional Intelligence by real estate agents would improve the performance of real estate digital marketing in Nigeria.

**Keywords:** Digital Emotional Intelligence, Real Estate, Digital Marketing, Performance, Estate Agents, Lagos Metropolis

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## 1. Introduction

The use of digital technologies for buyer-supplier exchanges is fast becoming commonplace. B2B companies have become quite proficient at the use of digital marketing during the past two decades. Using digital channels, such as the internet, wireless, and mobile communications, companies such as Google, Amazon, Alibaba, and Ebay, have emerged as key global players and have learned how to communicate and transact business with a wider range of customers. Companies have become quite capable at adopting all manner of digital marketing devices, such as sales and marketing support, email and other digital commercials and newsletters, and even e-commerce [7]. A digital marketing consulting firm reported that Facebook has about 1.01 billion login daily with 1.39 billion active users; while the most common age group were 25-34 years old

(29.7%); between the hours of 1-3pm, the highest traffic occurs during the middle of the week. Furthermore, 50% of the 18-24 year old age group users check their Facebook immediately upon waking up [18]. These findings therefore unveiled the need for real estate marketing professionals to research on ways to tap into this tremendous marketing opportunity.

Social media and digital media are interwoven in use, as the elements of social media are “increasingly integrated into the established interactive digital media environment” [9]. In Nigerian real estate business, [12] classified social media as any website or public online sites or application, social network, any article, or posting by another, any participation in any forum or community or any publicly accessible written piece. However, [16] conducted a research on the utilization of social media and its potential role in the real estate transaction. Four point’s best practices was recommended to enhance implementation of social media in

real estate service. The study of [13] found that the use of social media was second rank high among promotion tools employed by firms in real estate marketing. Estate surveying and valuation firms in Nigeria are now allowed to adopt the use of digital marketing strategies in practice after the review of various NIESV practice code to accommodate the current realities in real estate marketing [12].

Digital marketing has made real estate agents create a huge impact on their home buyers and real estate customers [13]. [17] reported that 80% of all home buyers are now searching online for their future homes to know every possible detail about the home before it is physically seen. Furthermore, 83% of home buyers see pictures of property online while 49% of the leads come via referrals. Social media is used by 91% of estate agents to reach their prospective customers while 33% customers purchasing for the first time are researching online. As a result, real estate business inevitably becomes more digitalized and connected. Understanding how digital technologies and human emotions affect the performance of digital marketing is therefore of potentially enormous value to real estate agents.

[3, 1, 2] expressed that emotions underpin all customers' actions, even our most rational and logical decisions. Owing to the speed of dialogue and the virality of digital communications, [11] acknowledged that digital emotions are more contagious than physical emotions. Facebook infamously manipulated the flow of positive and negative posts appearing in the newsfeeds of 689,003 users to research the effects of "massive-scale emotional contagion". It was found that the emotions expressed by audience digitally affect how likely individual feel [5].

Understanding and anticipating how human emotion and behaviors change across physical and digital channels is referred to as "Digital Emotional Intelligence" (DEQ). DEQ is the ability to digitally sense emotional response (i.e our own or other people) and to use this affective information to guide thinking, behavior, and decisions. Furthermore, DEQ can be used to harness the flood of contextual, real-time data from smart products, connected devices, digital interfaces and Internet of Things sensors, and segment and engage customers more effectively to drive greater sales and loyalty [4]. This research work is therefore aimed to determine the relationship between digital emotional intelligence and performance of real estate digital marketing among estate agents in Nigeria.

### 1.1. Aim and Objectives

The aim of this research work is to determine the relationship between digital emotional intelligence and performance of real estate digital marketing among estate agents in Nigeria with a view to proffer digital emotional intelligence as an effective competencies that will enhance real estate digital marketing performance. To achieve this, the specific objectives are to:

- (i). To assess the level of Estate Agents' Digital Emotional Intelligence Competencies
- (ii). To examine the level of adoption and effectiveness of

Digital Marketing Channels in Real Estate Business

- (iii). To determine the relationship between Digital Emotional Intelligence and performance of Real Estate Digital Marketing among estate agents.
- (iv). To establish if there was a relationship between Digital Emotional Intelligence and performance of Real Estate Digital Marketing while controlling for various demographic variables.

### 1.2. Research Hypotheses

In order to achieve the aim of this research work, the following sets of hypotheses were formulated:

H<sub>1</sub>: There is a significant relationship between digital emotional intelligence and performance of real estate digital marketing among estate agents in Nigeria.

H<sub>2</sub>: There is a significant relationship between digital emotional intelligence and performance of real estate digital marketing among estate agents in Nigeria while controlling for demographic variables such as sex, age, academic qualifications and year of experience.

## 2. Literature Review

In the physical world, emotions evolved to help us survive while underpinning our values and behavior. Expression of feelings includes body language, facial expressions, tone of voice and actions. However, this understanding can be used to form connections and maintain B2B relationships. Social interactions are increasingly augmented through digital technology devices and applications that connect and enhance human emotions. There are differences in emotional composition of physical and digital spaces. However, how B2B firms understand, perceive, manage, and communicate emotions digitally are changing from time to time [11].

Digital emotions represent human emotions in the digital world. Emotions experienced in B2B relationship are influenced, augmented, and expressed through digital technology. This could be controlled by a direct digital interface such as a smartphone, or data collected from sensors embedded in objects or environments around to affect customer's experience in that moment. Consequently, digital emotions surely have the potential to open a new window into our understanding of the human experience in a "connected world" [4].

Increased intimacy in digital exchanges allow a more favorable interaction than in a purely physical realm. For example, most people are more confident expressing feelings online than physical contact, because they feel a helpful abstraction from reality in virtual environments. In the same vein, most people tends to spend more money using a credit card than using wallet full of cash that can be seen and touch. However, updating one's Facebook status, and liking or posting an Instagram photo, can stimulate an emotional response in networks of audience thousands of miles away [6].

## 2.1. Digital Emotional Intelligence

Digital Emotional Intelligence (DEQ) is a background for applying real-time data from smart connected devices, products, and environments to build deeper, more emotionally intelligent connections with customers (Figure 1). However, understanding of psychology are combined with technology to guide brand and social interactions that bridge physical and digital channels to be more intimate in collaboration [4].

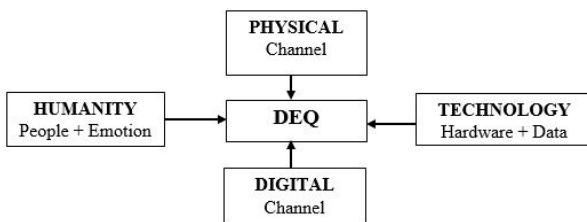


Figure 1. Connected Elements of DEQ.

Source: Avery Dennison, (2017).

DEQ can therefore be defined as the ability to digitally sense emotional response while using affective information to guide thinking, behavior, and decisions. DEQ also gives B2B firms the ability to understand the interpersonal dynamics in the connected space by using data intelligence to create empathy [15]. DEQ competencies can therefore be outlined below [4]:

1. Self- Awareness: Identifying touchpoints and using listening tools to generate and access data
2. Self- Regulation: Understanding what the data indicates
3. Motivation: Evaluating data and knowing how to turn it into insight
4. Empathy: Knowing how data can drive physical and digital consumer behavior
5. Social Skills: Applying it to one-to-one, ongoing consumer–brand relationships

## 2.2. Real Estate Digital Marketing (REDM)

Digital Marketing is a strategy for marketing products or services using digital technologies to reach and convert leads into customer's retention and building customer brand loyalty. However, Digital Marketing has radically changed real estate industry in a significant way. Home buyers in the market are now searching for real estate brokers, project consultants and estate agents online. This has made digital marketing even more lucrative for real estate business.

One of the most important factors that made digital marketing popular in the modern real estate industry is the opportunity to reach customers at affordable prices. Digital marketing is therefore applied to real estate marketing in order to maximize the leverage of reaching out to the target customers through various marketing channels such as social media marketing, website marketing, search engine marketing, content marketing, email marketing, paid digital ads (i.e Pay-Per-Click (PPC)), and mobile App marketing. Digital marketing performance in real estate business are

stated below as [13]:

- (i) Building customer brand loyalty: Having an online presence is considered the next best brand building technique.
- (ii) Improved sales performance.
- (iii) Provision of marketplace insight: Digital marketing provides an insight for estate agents to understand marketing technique and how to keep track of an advertisement's performance in the competitive marketplace.
- (iv) Gaining new partnership with clients and customers.
- (v) Generating firm exposure for real estate service: digital marketing strategy helps to expand overall customer reach and even customize that reach towards a selected target market.
- (vi) Reduced marketing expenses: Digital marketing offers comparatively lower pricing to that of traditional marketing. Estate agents therefore, needs to take full advantage of the cost efficiency.

## 3. Research Methodology

The target population for the study are the real estate agents in Lagos Metropolis. The real estate agents in the study are the Estate Surveyors and Valuers (ESVs) in Lagos Metropolis. The rationale for the adoption of ESVs lies in the fact that they are the professionals created by law to carry out real estate duties, with stamp and seal, for execution of real estate service jobs as allowed under Decree 24 of 1975 now CAP E.13 LFN 2007 by which estate surveying and valuation profession was established in Nigeria. They are members of Estate Surveying and Valuation Registration Board of Nigeria (ESVARBON) who possess the required skills and undergo the necessary training that qualifies them to practice real estate agency in Nigeria. Lagos metropolis was chosen because real estate agency is highly active in the city and has shown consistent development in commercial real estate, as such requires the professional quality services of the ESVs. Furthermore, the vast majority of firms of Estate Surveyors and Valuers who are involved in real estate practice have their head offices or branch offices located in the metropolis [13].

### 3.1. Sample Frame

The sample frame for the study constitute the 375 membership of Lagos state branch of the Nigerian Institution of Estate Surveyors and Valuers (NIESV) as obtained from the Branch 2018 directory.

### 3.2. Data Collection

Structured questionnaire was randomly administered on the respondents (Estate Surveyors and Valuers) in the study area using an online survey tool known as "Google form". One of the benefits of the online survey methodology is the ability to create anonymity, easy and fast recovery of timely questionnaires administered to respondents. However, a total

of 181 representing 93.3 percent of retrieved questionnaires were found suitable for data analysis. Section A of the questionnaire addressed the demographic characteristics of the respondents, while Section B addressed the specific objectives of the study.

### 3.3. Data Analysis

The Statistical Package for Social Sciences (SPSS) was used to conduct both descriptive and inferential statistical analyses on the data obtained. Descriptive statistics such as percentage, mean, and standard deviation were tested to

measure the level of digital emotional intelligence competencies. On the other hand, Pearson product moment correlation coefficient was computed to determine whether there was a significant relationship between digital emotional intelligence competencies and performance of real estate digital marketing among estate agents. Partial correlations were also conducted to determine whether there was a relationship between digital emotional intelligence competencies and performance of real estate digital marketing among estate agents while controlling for effects of age, sex, academic qualifications, and year of experience.

*Table 1. Operationalization of Variables.*

Variable (Code)	Definition	Measurement
Digital Emotional Intelligence (DEQ)	DEI Competencies	
	(i) Empathy	
	(ii) Social Skills	
	(iii) Motivation	
	(iv) Self-Awareness	
Real Estate Digital Marketing (REDM)	(v) Self-Regulation	
	Overall Performance of REDM	
	(i) Building customer brand loyalty (BCL)	1= Very high
	(ii) Improved sales performance (ISP)	2= High
	(iii) Provision of marketplace insight (PMI)	3= Undecided
	(iv) Gaining new partnership (GNP)	4= Low
Controlling Variables	(v) Generating firm exposure (GFE)	5= Very low
	(vi) Reduced marketing expenses (RME)	
	Demographic factors	
	Sex	Male = 1, Female = 2
	Age	Actual age in years
Educational Qualifications		ND/Diploma = 1, HND = 2, B.Sc./B.Tech = 3, Post Graduate = 4
	Year of Experience	0-5 years = 1, 6-10years = 2, 11-15years = 3, 16-20years = 4, Above 20years = 5

Source: Author's field survey, (2019).

## 4. Discussion of Findings

The background information for Estate Agents that participated in the study are shown below.

*Table 2. Descriptive statistics of Estate Agents.*

Demographics	Frequency	Percent
Sex		
Male	134	74.03
Female	47	25.97
Age of Respondents		
Below 20 years	23	16.79
20 -30 years	60	33.15
31 -40 years	43	23.76
41 – 50 years	44	24.31
51 – 60 years	7	5.84
Above 60 years	0	0
Years of Experience		
1-5 yrs	35	19.34
6-9 yrs	60	33.15
10-15yrs	64	35.36
16-20yrs	7	3.87
Above 20yrs	5	2.76
Academic Qualification		
OND	29	16.02
HND	41	22.65
B.sc/B.Tech	55	30.39
Post Graduate	56	30.94

Source: Author's own construct, (2019).

The demographic results of the respondents in the study area presented in Table 1 indicate that majority (74%) of the respondents are Male while 56.91 percent of respondents are within the age 20 -40 years. Data on their years of experience in the professional practice indicate 124 (68.51 %) have been in practice within 6 – 15 years. Altogether, majority (83.98%) of the practitioners has a sufficient academic background to execute real estate transactions within the Lagos property market. Thus, this shows that the respondents had the required working experience with adequate knowledge of research on real estate practice that could make the information reliable.

### 4.1. Descriptive Analysis on the Level of Estate Agents' Digital Emotional Intelligence Competencies

*Table 3. Frequency and Percentage of Respondents' Overall Digital Emotional Intelligence.*

	Frequency	Percent
Low	5	2.76
Moderate	85	47.0
High	91	50.28
Total	181	100.0

Table 3 shows the overall level of digital emotional intelligence among estate agent in Nigeria real estate service. Majority (50.3%) of the respondents possessed high level of

digital emotional intelligence while 47.7% of respondents possessed moderate level of digital emotional intelligence. However, 2.8% of respondent possess low level of digital emotional intelligence.

Table 4 below reveals that majority of the respondents obtained high score for each cluster of Digital Emotional Intelligence Competencies. Respondents obtained high score of 80% for empathy while 60% of the respondents obtained high score for social skills. However, 58% of the respondents obtained high score for motivation, 52% of the respondents

obtained high score for self-awareness while 45% of the respondents obtained moderate score for self-regulation. Findings also reveals that the empathy, social skills and motivation clusters have the highest mean score of 2.80, 2.60 and 2.53 respectively ranked high among DEQ competencies. On the contrary, self-regulation cluster has the lowest percentage in the high DEQ level with the least rank among DEQ competencies. This proves that estate agents have a considerably good level of empathy, social skills and motivation competencies to execute real estate digital marketing service.

**Table 4.** The level of Estate Agents' DEQ Competencies.

DEQ Competencies	High	Moderate	Low	Total	Mean	Rank
Empathy	144 (79.6)	37 (20.4)	0 (0)	181	2.80	1 <sup>st</sup>
Social Skills	108 (59.7)	73 (40.3)	0 (0)	181	2.60	2 <sup>nd</sup>
Motivation	105 (58.0)	67 (37.0)	9 (5.0)	181	2.53	3 <sup>rd</sup>
Self- Awareness	94 (51.9)	65 (35.9)	22 (12.2)	181	2.40	4 <sup>th</sup>
Self- Regulation	67 (37.0)	82 (45.3)	32 (17.7)	181	2.19	5 <sup>th</sup>

The table 4 displays the effectiveness of different digital marketing strategies used in real estate product marketing as reported by the participants. Social Media Marketing (SMM) is the most used and most effective digital marketing strategy used by these estate agents. This strategy of digital marketing ranked first with mean score of 4.49. SMM is gradually dominating other digital marketing strategies because of increase in user of social media networks across the world as the fastest means of disseminating information to audience, building customer brand loyalty and advertising products to public. Website marketing among other digital marketing strategies ranked second with a mean score of 4.48. This digital marketing strategy helps the estate agents to create a virtual marketplace for home/property seekers to explore purchasing options of different property on real estate websites. Search Engine Marketing ranked third with a mean score of 4.27. This marketing strategy allows estate agents to bid for their advertisement on search engine to show along with search results for keywords that prospective customers are typing in. However, real estate business can be seen by

audience/public at the very moment customers are searching for the properties/homes a real estate firm offers. Content Marketing with a mean score of 4.18 was ranked 4<sup>th</sup> while Email Marketing with a mean score of 4.05 was ranked 5<sup>th</sup> among other real estate digital marketing strategies. The least of the digital marketing strategies engaged in real estate product among the estate agents in the study area is Mobile App marketing which ranked 7<sup>th</sup> with a mean score of 2.90.

This findings is in consistent with [13] that social media platforms is one of the most adopted marketing method in real estate marketing among practitioners in real estate firms. However, this findings also agreed with [12] that the use social media platforms help real estate professional to enhance sound professionalism and ethical conduct in consonance with the dictates and the spirit and the intendment of the laws and the statutes governing the profession in Nigeria. Furthermore, social media platforms that give the NIESV member a profile and a voice includes not only Facebook, Twitter, LinkedIn, YouTube, Myspace, WhatsApp, Google Plus, YouTube, Webcasts and Blogs.

**Table 5.** The level of adoption and Effectiveness of Digital Marketing Channels among estate agents in Real Estate Business.

Digital Marketing Channels	Very Effective	Effective	Undecided	Ineffective	Very Ineffective	Total	Mean	Rank
Social Media Marketing	98 (54.1)	74 (40.9)	0	0	0	181	4.49	1 <sup>st</sup>
Website Marketing	86 (47.5)	95 (52.5)	0	0	0	181	4.48	2 <sup>nd</sup>
Search Engine Marketing	72 (39.8)	85 (47.0)	24 (13.3)	0	0	181	4.27	3 <sup>rd</sup>
Content Marketing	77 (42.5)	69 (38.1)	26 (14.4)	9 (5.0)	0	181	4.18	4 <sup>th</sup>
Email Marketing	72 (39.8)	70 (38.7)	15 (8.3)	24 (13.3)	0	181	4.05	5 <sup>th</sup>
Paid Digital Ads	64 (35.4)	49 (27.1)	19 (10.5)	39 (21.5)	10 (5.5)	181	3.65	6 <sup>th</sup>
Mobile App Marketing	38 (21.0)	37 (20.4)	19 (10.5)	43 (23.8)	44 (24.3)	181	2.90	7 <sup>th</sup>

Source: Author's field survey, (2019).

## 4.2. Relationship Between Digital Emotional Intelligence and Performance of Real Estate Digital Marketing

The null hypothesis to be tested was:

H<sub>01</sub>: There is no significant relationship between digital emotional intelligence and performance of real estate digital marketing among estate agents in Nigeria.

Pearson correlation was used to test this null hypothesis. The

Pearson Product –Moment Correlation Coefficient (r) was chosen because the two variables; digital emotional intelligence and performance of real estate digital marketing were quantitatively measured and each individual case had scores on the two quantitative variables. The significance test for r evaluates whether there is a linear relationship between the two variables in a population. Table 6 shows the results of the Pearson Product Moment correlation coefficient computation

and its subsequent significance test at the 0.05 level.

**Table 6.** Pearson Correlation Coefficients between Digital Emotional Intelligence and Performance of Real Estate Digital Marketing (N=181).

		Overall DEQ	Motivation	Empathy	Self-Awareness	Social Skills	Self-Regulation
Overall DEQ							
Motivation		-.054					
	Sig.	.472					
Empathy		.571**	.078				
	Sig.	.000	.295				
Self- Awareness		-.097	-.311**	.065			
	Sig.	.196	.000	.381			
Social Skills		.100	-.125	-.065	-.156*		
	Sig.	.181	.093	.386	.036		
Self- Regulation		.144	.339**	-.006	-.417**	.310**	
	Sig.	.054	.000	.941	.000	.000	
Overall Performance of REDM		.731**	.029	.480**	-.319**	.287**	.069
	Sig.	.000	.702	.000	.000	.000	.358
Building customer brand loyalty (BCL)		-.243**	.366**	-.248**	-.032	-.288**	-.048
	Sig.	.001	.000	.001	.673	.000	.524
Improved sales performance (ISP)		-.040	-.096	-.325**	-.029	.039	-.204**
	Sig.	.589	.198	.000	.700	.605	.006
Provision of marketplace insight (PMI)		-.170*	.159*	-.153*	.207**	-.374**	.130
	Sig.	.022	.032	.040	.005	.000	.081
Gaining new partnership (GNP)		.539**	.308**	.405**	.028	.240**	-.091
	Sig.	.000	.000	.000	.705	.001	.224
Generating firm exposure (GFE)		-.509**	-.001	-.206**	.007	-.323**	.113
	Sig.	.000	.987	.006	.923	.000	.131
Reduced marketing expenses (RME)		.078	.322**	.036	.065	-.159*	-.109
	Sig.	.298	.000	.626	.386	.033	.143

**Table 6.** Continued.

		Overall Performance of REDM	BCL	ISP	PMI	GNP	GFE	RME
Overall DEQ								
Motivation								
	Sig.							
Empathy								
	Sig.							
Self- Awareness								
	Sig.							
Social Skills								
	Sig.							
Self- Regulation								
	Sig.							
Overall Performance of REDM								
	Sig.							
Building customer brand loyalty (BCL)		-.318**						
	Sig.	.000						
Improved sales performance (ISP)		.514**	.207**					
	Sig.	.000	.005					
Provision of marketplace insight (PMI)		-.517**	.326**	-.104				
	Sig.	.000	.000	.162				
Gaining new partnership (GNP)		-.038	.429**	.305**	.146*			
	Sig.	.611	.000	.000	.049			
Generating firm exposure (GFE)		-.141	.084	-.138	-.044	-.368**		
	Sig.	.059	.263	.064	.559	.000		
Reduced marketing expenses (RME)		-.278**	.836**	.286**	.309**	.704**	-.054	
	Sig.	.000	.000	.000	.000	.000	.470	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

From table 6, a correlation coefficient (r) of 0.73 was obtained between digital emotional intelligence and overall performance of real estate digital marketing which was

significant at 0.05 level. According to [8, 10] behavioral sciences correlation coefficients of  $r = .10$ ,  $r = .30$  and  $r = .50$  were interpreted as small, medium and large coefficients

respectively. The obtained  $r$  of 0.73 indicates a large positive relationship between the two variables, digital emotional intelligence and overall performance of real estate digital marketing. Since the obtained  $p=(0.00)$  was less than the set 0.01 level of significance, the null hypothesis that there was no significant relationship between digital emotional intelligence and performance of real estate digital marketing was rejected at 0.01 level. The alternative hypothesis, that there is a significant relationship between digital emotional intelligence and performance of real estate digital marketing was therefore, retained at the 0.01 level.

#### 4.2.1. Relationship Between Dimensions of DEQ and Dimensions of REDM Performance

From table 6, all the five dimensions of digital emotional intelligence were related to overall performance of real estate digital marketing. However only 3 out of the 5 correlations were statistically significant at.05 levels. These were the empathy ( $r = .48$ ,  $n = 181$ ,  $p = .000$ ), self-awareness ( $r = -.32$ ,  $n = 181$ ,  $p = .000$ ) and social skills ( $r = .29$ ,  $n = 181$ ,  $p = .000$ ) dimensions of digital emotional intelligence. Furthermore, all the six dimensions of REDM performance were related to digital emotional intelligence. However, only 4 out of the 6 correlations was statistically significant at the.05 level. These were building customer brand loyalty, provision of marketplace insight, gaining new partnership and generating firm exposure. However, only “gaining new partnership” has positive correlation while the other three dimensions with a negative correlation reveals a weak influence.

In terms of the relationship between dimensions of DEQ and those of REDM performance, table 6 shows the correlations of variables that were statistically significant at.05 levels. However, motivation has a statistically significant, positive correlation with “Building customer brand loyalty”, “Provision of marketplace insight”, “Gaining new partnership”, and “Reduced marketing expenses”. Empathy has a statistically significant, positive correlation with “Gaining new partnership” while a negative correlation

with “Building customer brand loyalty”, “Improved sales performance”, “Provision of marketplace insight”, and “Generating firm exposure” reveal a weak influence in real estate digital marketing. Self-awareness has a positive correlation with “Provision of marketplace insight”. Social skill has a statistically significant, positive correlation with “Gaining new partnership” while a negative correlation with “Building customer brand loyalty”, “Provision of marketplace insight”, “Generating firm exposure”, and “Reduced marketing expenses” reveal a weak influence. Finally, self-regulation has a statistically significant negative correlation with “Improved sales performance”. This reveals that estate agents’ self-regulation has a weak influence on improved sales performance in real estate digital marketing.

#### 4.2.2. Partial Correlation Controlling for the Effects of Various Demographic Variables

$H_{02}$ : There is no significant relationship between digital emotional intelligence and performance of real estate digital marketing among estate agents in real estate firms while controlling for various demographic variables namely: Sex, Age, Academic qualifications, and Year of service

To test this hypothesis, partial correlation coefficients were computed for each of the demographic variables and their significance tested at the.05 level. In the current study, certain demographic variables had been hypothesized to have an influence on both digital emotional intelligence and performance of real estate digital marketing. It was, therefore, possible that the obtained correlation between digital emotional intelligence and performance of REDM was due to them sharing some common causal variables such as sex, age, Academic qualifications and year of service. It was, therefore, important to hold each of these demographic variables constant and to test whether the two variables digital emotional intelligence and performance of REDM would still be correlated. Partial correlations were therefore, obtained while holding each of these demographic variables constant. The obtained results are reported in table 7.

Table 7. Partial correlation coefficients while controlling for various demographic variables.

Control Variables (Demographic variable)		Overall Performance of REDM	
Sex	Digital Emotional Intelligence	Correlation	-.147
		Significance (2-tailed)	.049
		Df	178
Age	Digital Emotional Intelligence	Correlation	-.181
		Significance (2-tailed)	.015
		Df	178
Academic Qualifications	Digital Emotional Intelligence	Correlation	.448
		Significance (2-tailed)	.000
		Df	178
Years of Experience	Digital Emotional Intelligence	Correlation	.156
		Significance (2-tailed)	.037
		Df	178

From table 7, for each of the demographic variables namely, sex, age, academic qualifications and year of service, were statistically significant at 0.05 level with  $p$  values of .049, .015, .000 and .037 obtained respectively. The obtained  $p$  values were all less than .05. This led to the

rejection of the null hypothesis that the population partial correlation was equal to zero for each of these demographic variables. The obtained partial correlation coefficients were therefore, significant. There was a statistically significant, little, negative partial correlation between “Digital Emotional

Intelligence” and “Performance of Real Estate Digital Marketing” whilst controlling for sex ( $r(178) = -.147$ ,  $N = 181$ ,  $p = .049$ ) and age ( $r(178) = -.181$ ,  $N = 181$ ,  $p = .015$ ). These indicate that sex and age had very little influence in controlling for the relationship between Digital Emotional Intelligence and Performance of Real Estate Digital Marketing.

Interestingly, there was a statistically significant, large, positive partial correlation between “Digital Emotional Intelligence” and “Performance of Real Estate Digital Marketing” whilst controlling for academic qualifications ( $r(178) = .448$ ,  $N = 181$ ,  $p = .000$ ) while a small, positive correlation exist for years of experience ( $r(178) = .156$ ,  $N = 181$ ,  $p = .037$ ). These reveal that digital emotional intelligence and performance of real estate digital marketing were still positively correlated when demographic variables such as academic qualifications and years of experience were held constant.

## 5. Conclusion and Recommendation

As real estate business inevitably becomes more digitalized and connected, the understanding of psychology and technology are required to guide brand interactions. Understanding human emotions through digital technologies requires the adoption of Digital Emotional Intelligence to improve the performance of real estate digital marketing in Nigeria. It was found that the majority of the estate agents who possessed high level of digital emotional intelligence has a considerably good level of empathy, social skills and motivation competencies to execute real estate digital marketing service. The most used and effective digital marketing strategies among estate agents in real estate marketing were social media marketing, website marketing and search engine marketing ranked high among others. There is a statistically significant, large, positive correlation between digital emotional intelligence and performance of real estate digital marketing among estate agents. However, academic qualifications and years of experience has a strong influence in controlling for the relationship between Digital emotional intelligence and performance of REDM. It is therefore recommended that:

1. Digital Emotional Intelligence competencies should be incorporated in recruitment and professional licensing of estate agents for real estate digital marketing service in firms, with a particular emphasis on dimensions such as empathy, social skills and motivation.
2. The use of digital marketing strategies should be encourage among estate agents to improve real estate marketing performance with more focus on social media marketing, website marketing and search engine marketing.
3. Estate agents should also improve their competencies in digital emotional intelligence to enhance performance of real estate digital marketing, especially competencies such as empathy, social skills and motivation which were found to be key to their performance in building customer brand loyalty, provision of marketplace insight,

gaining new partnership and generating firm exposure.

4. DEQ competencies can as well be improved upon in B2B firms to enhance B2B relationship while achieving digital growth in B2B marketing.

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