

The Analysis of Marketing Strategies of Real Estate Enterprises in Three Line Cities

Fang Fang

Fang Fang, Department of Economics and Management, HeZe University, HeZe, ShanDong, China

Abstract: *Real estate is the backbone of the national economic development, the level of its development directly affects the overall level of economic development. The paper analyses real estate issues in three line cities. First of all, the marketing theory of real estate are outlined, on the basis of this theory, using theories of 4P (product strategy, promotion strategy, price strategy and channel strategy) to conclude the marketing situations of real estate enterprises, and put forward the problems existing in real estate enterprises marketing strategies in Three line cities, with the existing problems to put forward the countermeasures.*

Keywords: Three Line Cities, Real Estate, Marketing Strategy, Marketing

1. Introduction

The development time of real estate is short, its market-oriented economic system and the development of market environment is not very mature. Mainly it displays in lack of emphasis in the understanding of the concept and significance of marketing. Especially the competition is increasingly fierce in the current real estate industry. If Real estate enterprises want to survive in such a complex market environment, it should meet the actual needs of its customers to product the goods for customer needs, and real estate enterprises will have to pay special attention to the real estate marketing to the production and sales of marketable goods. As national macroeconomic regulation and control policy, it makes 's three line city real estate enterprise to face serious challenges, how to do a good job of marketing and how to design marketing strategies to expand sales have become a key problem. The research of marketing strategies of Three line city real estate, can better provide effective development strategies for the development of real estate enterprises, and has strong reference significance.

2. Theory of Real Estate Marketing

2.1 Concept Of Real Estate Marketing

The concept of real estate marketing has significances on the second floor:

First, the purpose of the real estate marketing is to meet consumer demands for real estate itself, thus enterprise marketing mainly is a marketing for consumers as the center, only in this way can lead the development and progress of the real estate enterprise marketing [1].

Second, the real estate market demands include actual demands and potential demands, real estate enterprises should not only see the actual demands, should see more potential demands.

2.2 Characteristics of Real Estate Market

The essence of real estate is a commodity, having shown

that it has the characteristics of this commodity markets generally in common. In addition, the real estate market has its own characteristics, the real estate market can be thought as a relatively independent market system and of having the characters that are different from other products:

2.2.1 Regional Real Estate Goods

Real estate belongs to real estate, this makes the real estate products bound by the city and area. The supply and demand and price level of real estate products are affected by local regional economic development, consumption level, customs and culture, etc. So different cities because of the different economic development level, also have a significant difference between supply and demand and price levels. Three line city real estate prices are relatively low, the supply is greater than demand[2].

2.2.2 Cycle Volatility of Real Estate Market

The investment cycle of Real estate and economic cycle have a strong positive correlation, the correlation coefficient is 0.86. In the gradual development process of real estate industry, its development largely depends on the cooperation with other industries, the periodical change of three line city real estate market shows that the general trend of economic development of the city.

2.2.3 Combination of Investment and Speculative

The Value function of the real estate has attracted the attention of a great many customers, there are mainly two types of purchase intentions: on the one hand is to invest in real estate, on the other hand also appeared a variety of speculations related to real estate.

3. Problems Existing in the Marketing Strategies of Real Estate Enterprises in Three Line Cities

3.1 Poor Marketing Integrity With False Advertising

Real estate enterprises used a large number of the outdoor advertising, in the form of television advertising and publicity in recent years in order to be able to better make consumers understand real estate product information, this way indeed promoted the real estate sales, and had played a

positive role[3]. However, some advertising is also wrong, with false information and fraud and other prominent problems, especially in the three cities, this kind of phenomenon is especially outstanding, disturbing the order of the 's real estate market, and leading to legal disputes.

3.2 Lack of Clear Positioning Of Consumers

The positioning of commercial consumer groups in three cities real estate project is no more clear positioning, including "high income of successful people", and "give priority to with white collar, mainly men", etc.. Industry experts said, real estate sales prices in more than 30, is no more attract consumers than a bottle of coke of 3 yuan. Real estate as a kind of high consumption goods, how to carry out accurate positioning, is very important to influence people's buying. This requires real estate enterprises' marketing personnel to do a good job of marketing, consumer groups clearly positioning. But in three lines, real estate enterprises lack the consciousness of market positioning, and did not give more attention to it. In fact, after planning the marketing positioning of real estate, it is able to get more of consumer recognition, the possibility of its accurate market positioning is also higher. Such as low-income housing community construction of double buildings or big, multi-storey buildings adjacent to the villa.

3.3 Lack Of Brand Awareness

In three line city, real estate enterprises marketing still stays in the understanding of stage of "marketing is selling". There are a lot of real estate enterprises "own enterprise make what kind of house, what kind of house will sell" the idea, only emphasizing the rigid demand of real estate, rather than leading the customer's consumption psychology to enterprise itself, not making marketing strategy implementation to the enterprise development strategies, there is no real emphasis on corporate branding. The brand connotation of real estate enterprises is to supply public reasonable, human nature "to build a space", and give it a modern, personalized way of life and value. Humanized connotation is not only embodies in building itself, more major is embodied in products services, while promoting is the main process of customer feeling human. So, the brand strategy is a continual action of whole process and comprehensive enforcement[4].

4. Marketing Improving Strategies Of Real Estate Companies In Three Line Cities

4.1 Implementation Of Cultural Marketing

In the 21st century, it's important to give attention to the change of consumption idea and the use of cultural marketing in real estate enterprises. Based on the research of the third line cities regional culture, the first is to use three cities own culture to create architectural style, to increase the value of the community and reflect the owner quality; Secondly ,it should build a good community atmosphere. On the basis of establishing the project team, it should give this city real estate market different positioning of high-end, mid-range; Finally, it should create an environment and harmonious living community[5]. Implementation of the

concept of harmonious culture area, and take effective measures, first attaches great importance to the cultural communication with customers and exchanges; Secondly strengthens research, paying attention to the development of the real estate enterprise personnel's cultural accumulation in third line cities, strengthens the rational judgment of decision-making, avoiding excessive speculation; Eventually builds third-tier community life sweet and harmonious environment.

4.2 Try Hard To Meet Consumer Demand

Real estate enterprises of three line cities want to achieve business goals, depending on the purchasing power of consumers. So, the real estate enterprises should pay attention to the needs of the consumers in the marketing activities, only meeting customer demands, the real estate businesses achieve sales goals and develop better.

In order to meet the needs of customers, it should be clear what is the demand of consumers. However, the real estate product is unique, consumer demand is also unique. First of all, the real estate product demands have two aspects. On the one hand, consumers need to housing is a necessity; on the other hand, Customers housing additional requirements. Three line city dwellers gradually improved current income level, so people began to think about how to make money more valuable, and at this time, the appreciation of the building has been found to increase relatively stable, so most people choose real estate as an investment tool. Secondly, consumer demand is different. Due to different customers are in different levels of income level, occupation, cultural level, the way of their life, so needs of customers are different, real estate products also have difference[6].

In order to meet the needs of the consumers, it is necessary to be familiar with and master the characteristics of real estate market demand of three line city. Only based on the characteristics of the market demand, fully play the role of market survey, distinguish between segments of demand, and through the guidance of marketing campaigns, the marketing of real estate will go smoothly.

4.3 Improve The Brand Strategies

Real estate enterprises in three line cities must strengthen brand creation, brand protection, and create belongs to own brand advantage for obtaining good marketing effect. The establishment of the brand have to be clear from the following points, first of all, the understanding of the concept of brand, Enterprises should establish its image in the consumers' mind, take it from other similar products differences; Second, we must establish harmonious public relations, and constantly improve the popularity of products in the society; Third, we need to take the good faith for this, on the premise of ensuring the quality of the real estate, property, and the authenticity of ads, not making false promises to consumer fraud[7].

Real estate companies to create brand is a long, difficult and complex system operation, will not happen overnight. Companies should investigate the market at the same time

in the improvement of brand, and make scientific orientation for its real estate development strategies, only in this way can better promote the brand development. In order to meet the needs of the current real estate market competition, three line city real estate enterprises should set up their own special brand departments in the process of implementation of brand promotion strategy, mainly as a solid brand building and brand promotion.

in China, my job is teaching College students who major in Economics and management.

5. Conclusion

Real estate industry has become the pillar industry of the national economy. With the growing industry, marketing has become the most critical factors in the system as a whole. Real estate industry in three line cities is in the preliminary stage of development, according to the characteristics of the current three line city real estate market, the correct implementation of marketing strategies is an important part of real estate enterprises' development. Based on the present situation of real estate enterprises marketing in three line cities, it points out three main problems of real estate enterprises' marketing strategies, puts forward the further improved scheme improving real estate enterprises' marketing strategies of the three line cities according to the problems. If real estate enterprises in three line cities can attach and improve marketing strategies, set up their own brand culture, can stand out and set up the standard, lead three line city real estate enterprise's development, thereby giving impetus to the development of the whole three line cities' economy.

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Author Profile



Fang Fang received M.S. degrees in Enterprise Management from Shandong University in 2010 in China. During 2010-2015, I stayed in Heze University