



**A STUDY ON REAL ESTATE MARKETING STRATEGY IN THE
BACKGROUND OF THE NEW ERA**

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ABSTRACT

Title: A Study on Real Estate Marketing Strategy in the
Background of the New Era
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Under the impetus of the economy, the real estate market in China has developed rapidly. The scale of domestic real estate development enterprises is expanding, and the real estate market is becoming mature day by day. Attracted by the high profits of the real estate industry, many enterprises have entered the field of real estate development. The current real estate market operating environment has changed greatly, from the seller's market to the buyer's market, and the competition in the industry is more intense, and the macro regulation and control of the real estate market is also strengthened by the state, which puts forward higher requirements for the market marketing ability of the real estate enterprises.

This article mainly analyzes the marketing strategy of real estate market under the background of the new era, first expounds the research background, the domestic and foreign research status and so on, clarifies the topic of this study. After that, it expounds the 4C theory and the 4R theory, and then analyzes the marketing status of the H real estate enterprises, and carries out the SWOT points analysis. Finally, the problems of H enterprise marketing was analyzed, and the corresponding countermeasures were put forward in order to improve the level of H enterprise marketing.

Through the analysis, it was found that there were still some problems in H real estate enterprises, such as too single marketing method, too much pursuit of short-term benefits and so on. Based on the findings, this paper propose to make full use of diversified marketing methods, brand marketing and other strategies to better protect the marketing effect of H enterprises.

Keywords: Real estate, Marketing, Strategy



摘要

标题：新时代背景下房地产市场营销策略研究

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在经济的推动下，我国的房地产市场得到了较快的发展，国内各房地产开发企业的规模也不断扩大，房地产市场日渐成熟。受房地产行业高利润的吸引，很多企业都进入房地产开发领域。当前的房地产市场营销环境发生了较大变化，从卖方市场转变为买方市场，而且行业内竞争更为激烈，国家对房地产市场的宏观调控也有所加强，这对房地产企业的市场营销能力提出了较高要求。

本文主要对新时代背景下房地产市场营销策略进行分析，首先阐述了研究背景、国内外研究现状等内容，明确了本文的研究主题；之后对 4C 理论、4R 理论等做出了阐述；接着对 H 房地产企业的营销现状进行了分析，并进行了 SWOT 分析。最后则对 H 企业营销存在的问题做出了分析，并提出了针对性的解决对策，以期提升 H 企业市场营销的水平。

通过分析发现，当前 H 房地产企业在营销上还存在营销方式过于单一、过于追求短期效益等问题。基于此，本文提出了充分利用多样化的营销方式、落实品牌营销等策略，以更好保障 H 企业的市场营销效果。

关键词：房地产；市场营销；策略

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关键词：房地产 市场营销 策略



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CONTENTS

| | |
|--|----|
| ABSTRTRACT | I |
| Acknowledgment | V |
| CONTENTS..... | VI |
| 1 INTRODUCTION | 1 |
| 1.1 Research background | 1 |
| 1.2 Purposes and significance of research | 3 |
| 1.3 Research status in domestic and foreign | 3 |
| 1.3.1 Research status in foreign | 3 |
| 1.3.2 Research status in domestic | 5 |
| 1.4 Research content | 8 |
| 2 Relevant theory | 9 |
| 2.1 Characteristics of the current real estate market | 9 |
| 2.2 Real estate marketing | 13 |
| 2.3 4C theory..... | 15 |
| 2.4 4R theory..... | 15 |
| 2.5 4P theory | 16 |
| 2.6 SWOT analysis theory | 17 |
| 3 The current situation of real estate marketing under the background of the new era | 18 |
| 3.1 The current situation of the marketing of H Real Estate Enterprise | 18 |

| | |
|--|----|
| 3.2 SWOT analysis of H Real Estate Enterprise..... | 22 |
| Table 1..... | 24 |
| 3.2.1 Analysis of superiority | 24 |
| 3.2.2 Analysis of weakness | 24 |
| 3.2.3 Analysis of opportunity..... | 24 |
| 3.2.4 Analysis of threats..... | 25 |
| 4 Marketing problems and strategies of H Real Estate Enterprise | 27 |
| 4.1 Marketing problems of H Real Estate Enterprise | 27 |
| 4.1.1 Fuzzy positioning of the real estate market | 27 |
| 4.1.2 Too single marketing method | 28 |
| 4.1.3 Excessive pursuit of short-term benefit | 28 |
| 4.1.4 Low quality of marketing staff..... | 29 |
| 4.1.5 Mismatch between housing price and consumer affordability | 30 |
| 4.2 Influencing factors of the marketing of H Real Estate Enterprise | 32 |
| 4.2.1 Less attention paid by the enterprise to marketing management | 32 |
| 4.2.2 Low overall level of the marketing team | 33 |
| 4.2.3 Serious thought and behavior of short-term benefit..... | 33 |
| 4.3 Marketing strategy of H Real Estate Enterprise..... | 35 |
| 4.3.1 Clarify market positioning and expand marketing channels..... | 35 |
| 4.3.2 Make full use of diversified marketing methods | 38 |
| 4.3.3 Implement the brand marketing | 41 |
| 4.3.4 Construct a high-quality marketing team..... | 45 |

| | |
|---|----|
| 4.3.5 Adjust housing price reasonably | 45 |
| 5 Conclusion and prospect | 51 |
| 5.1 Conclusion | 51 |
| 5.2 Prospect..... | 52 |
| References..... | 53 |



Table Catalog

Table 1 24



Figure Catalog

| | |
|----------------|----|
| Figure 1 | 18 |
| Figure 2 | 19 |
| Figure 3 | 36 |



1 INTRODUCTION

1.1 Research background

China's economy has developed rapidly since the reform and opening up. Correspondingly, the real estate market has also developed very rapidly. At present, the real estate market is in a very prominent position and plays an important role in driving economic development among many pillar industries in China. However, the competition among enterprises has become increasingly fierce in the real estate industry. Especially after the financial crisis, the Chinese government focuses on promoting the development of the real estate market in order to stimulate economic development, so the competition among real estate enterprises is even more intense. Therefore, in order to get healthy development in the fierce market, these enterprises must give high priority to the important role of marketing, constantly study the market deeply and fully grasp the needs and desires of customers, and then launch certain marketing strategies.

Under the context of fierce competition, the real estate enterprises are required to thoroughly change their marketing concepts from the original “product concept” or “promotion concept” to “marketing concept”. In addition, they should carry out various kinds of marketing activities, such as apartment design, price setting, promotion strategy and sales outsourcing, etc., to closely surround the desires and requirements of the target group. However, most real estate enterprises in China still have some backward ideas in terms of the overall situation of China's real estate market. In fact, there is a certain disconnection between the marketing practice and marketing theory of real estate enterprises in China, while marketing theory is far ahead of marketing practice. Therefore, it is of great practical significance and application value to analyze the marketing practice problems of real estate enterprises in China based on modern marketing theory. The increasing national macro-control intensity intensifies the intensity of competition. For example, the state has issued a series of policies after 2004,

such as the increase of the project construction capital ratio in April, 2004 and the loan interest rate hike of Central Bank in November, all of which have a large impact on real estate industry. Therefore, the real estate enterprises are facing a new round of reshuffle, while the final winners will be those with strong financial strength, high customer satisfaction and customer loyalty, just as the “leftovers” are the kings after the great wave rush the sands. In terms of the factor of internal environmental, the fierce competition in the real estate industry also comes from the continuous expansion of the scale of real estate enterprises and the pursuit of profits. Meanwhile, many people begin to invest real estate in the past few years due to the relatively sluggish stock market. Some new regional real estate enterprises have been established one after another and some well-known foreign real estate enterprises have invested entered the Chinese market with huge capital, thus forming the trend that 80% of enterprises account for 20% of the market, so the competition is unprecedentedly fierce. With the development of the economy and the change of people's attitude towards life, people has changed the concept of consumption in modern society, while they are more advocating the development of personality. In particular, all the consumers hope that their own needs and preferences can be satisfied and reflected in the house after a platform for the full release of personality is provided in the era of network information provides, which makes the house purchasers have more and more diversified requirements on the facade style, apartment type, structure, design concept and decoration, etc., and higher and more diversified and personalized requirements on house purchasing process. The buyer not only wants to buy a high-quality house, but also wants to get comprehensive, high-quality sales services and after-sales services, all of which determine the continues changes of marketing modes and the continues innovation of real estate product marketing channel system members and management methods.

Many real estate enterprises in China have a common characteristic, that is, excessive attention to hype the concept, while there is obvious speculation from the apartment type to the entire community and even to the surrounding environment. This kind of speculation will make consumers distrust the real estate enterprises, and then

affect the sale of real estate products in the later period, and ultimately affect the profits and damage the benefits of real estate enterprise, thus greatly reducing its the brand reputation. These problems not only affect the scientific and rationality of the marketing strategy of the real estate enterprises in China and reduce the efficiency of real estate marketing work, but also greatly restrict the marketing practice of real estate products, have a negative impact on the economic and social benefits of these enterprises and are not conducive to the long-term healthy development of real estate enterprises. In order to overcome the difficulties and meet the challenges, the real estate enterprises must keep pace with the times, establish the marketing concept of modern enterprises under the guidance of scientific theories and use modern marketing techniques to formulate scientific and rational marketing strategies.

1.2 Purposes and significance of research

The purpose of this paper is to find out some problems existing in the current marketing strategy of of H Real Estate Enterprise by analyzing its marketing situation, so as to propose targeted strategies to help it improve the marketing level based on this.

Theoretically, in this paper, it mainly applies the marketing theories, such as 4P theory and 4R theory, etc., takes H Enterprise as an example and analyzes its marketing strategies, as well as gives some suggestions to enrich the relevant theories.

Practically, in this paper, it mainly analyzes the strategies of real estate marketing under the background of the new era and proposes the targeted solutions to some problems in marketing by discussing the current marketing situation of H Enterprise, so as to provide a reference for the adjustment and optimization of marketing program of H Enterprise, which has certain practical significance.

1.3 Research status in domestic and foreign

1.3.1 Research status in foreign

In the 1960s, Jerome McCarthy, a professor in the famous University of Michigan in America, first expounded the very famous 4P theory. The so-called 4P theory refers to Product, Price, Promotion and Place. It is well known that 4P is the most basic element of marketing, so it has been consistently valued in marketing for a long time. Moreover, it is still valued by marketing in various industries even in online marketing. Zhao A K (2015)^[1] pointed out that the characteristic of consumer's personalized demand are emerging increasingly with the development of the times and the consumer demand-oriented marketing strategy are gradually advocated by various industries. In the 1990s, L.Huteborn, a famous American Professor, first expounded the very famous 4C theory, which corresponded to the 4P theory proposed by Jerome McCarthy, a professor in the famous University of Michigan in America. The so-called 4C theory refers to Consumer needs, Cost, Communication and Convenience. Bahar R (2015)^[2] pointed out that 4C theory is "consumer-centered", while its limitation is exposed with the development of the times. Ou G et al. (2014)^[3] pointed out that the marketing strategy of "consumer-oriented or consumer-centered" emphasized in 4C theory is not so applicable when the personalized demand of consumers conflicts with the norms and standards of the whole society, such as the conflict and contradiction between the luxury demand and the concept of social retrenchment. This is related to marketing and more related to national advocacy, as well as related to social norms and moral rules, even related to the construction of spiritual civilization in a harmonious society^[4]. At the beginning of the 21st century, Don E. Schultz, a famous American economist, proposed 4R theory. The so-called 4R theory refers to Relationship, Retrenchment, Relevancy and Rewards. 4R theory aims to establish a new type of relationship between consumers and businesses^[5]. Actually, there are inopportune situations in the traditional marketing with the development of the network. In this regard, Ogilvy & Mather company takes the lead in advocating the 4I principle of network integration marketing, namely, the principle of interest, the principle of benefit, the principle of interaction and the principle of personality^[6]. In 2001, Ward Hansen, a professor in Stanford University, gave a comprehensive explanation and illustration for the main structure and

implementation strategy of Internet network marketing, explaining the challenges and opportunities brought by the Internet for marketing from the perspective of the Internet for the first time, especially the explanation of opportunities^[7-8]. In 2004, Judy Strauss, a famous economist and marketing master, carried out the targeted explanation and research in depth on the application, strategy and implementation of Internet network and related Internet technologies in the marketing of various industries during his tenure as a professor at the university, as well as performed more detailed exploration and analysis of the influence, shortcomings and disadvantages of the traditional marketing^[9-10].

1.3.2 Research status in domestic

Gao Lijun (2016)^[11] explored and studied the theoretical framework of the traditional marketing, innovated the related concepts of network marketing and analyzed some typical domestic cases, thus breaking through the common problem of borrowing the foreign cases before. Chen Yi (2015)^[12] systematically analyzed the connotation of network marketing based on the source, as well as explored and discussed its system, general model and common characteristics. Su Xiaodong (2015)^[13] creatively combined the “website construction and promotion” and “online marketing” to summarize the theoretical and practical problems of network marketing in the development of electronic commerce. In addition, the research focused on marketing, network technology and information management, so as to build the “Internet marketing” content system. Feng Lu (2016)^[14] discussed the implementation effects of network marketing concepts, strategies, objects, environment, consumer services and the collection and organization of business information while elaborating the classic cases of network marketing at home and abroad. Xiao Yinghong (2016)^[15] insisted on the view that “the network marketing should create a collection of activities of online business environment as a part of the overall marketing strategy on the basis of the convenient network platform in order to achieve the empirical goal”. Zheng Chenli (2016)^[16] proposed that the new model of network marketing and the traditional

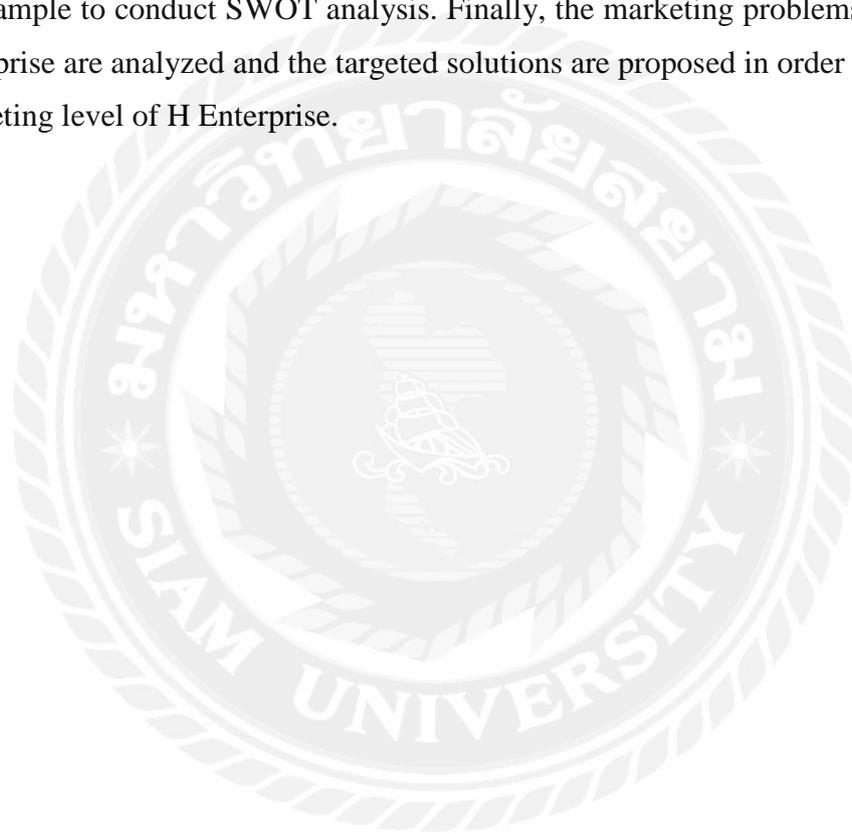
marketing are two organic components in the integrated marketing of real estate industry, the two of which complement and promote each other. First of all, the combination of tradition marketing and network marketing is beneficial to the website propaganda and brand building of real estate enterprises; Secondly, the release of information by the network can deliver a large amount of information to consumers. Liang Yanhong (2016)^[17] was more focused on analyzing the impact of online marketing, while she believed that it was conducive to the comprehensive development of the information service of the real estate enterprises, the marketing efficiency optimization, breaking the geographical constraints of marketing and the rationalization of consumers' consumption, etc. Han Yujun (2015)^[18] believed that the real estate network marketing broke the one-way transmission mode of information, which not only can timely give the feedback of consumer's opinions, track the demand of consumers, but also can do a good job of collecting and analyzing the consumer information by virtue of its timely release of information, convenient transferability, high-speed exchange and bi-direction of feedback, thereby reducing the degree of information asymmetry, so it is particularly critical for the healthy development of the real estate industry. In another article, Chen Yi (2015)^[19] regarded the network marketing in the real estate industry as a new model and concept that was carried out both online and offline and the choice of channels was more important for the realization of the target of real estate enterprises compared with the traditional model. Huang Liyan et al. (2017)^[20] put forward that the enterprises should produce the products according to the consumers' preferences and provide the marketing services, etc., from the perspective of consumer loyalty, so the marketing strategy should be based on the consumer demand. Huang Xiao (2016)^[21] emphasized the uniqueness and personality of consumers on the basis of consumer demand and proposed to build a database of consumer information, respond to the market information feedback in time and adjust the marketing strategy. Zhang Wei (2017)^[22] proposed a marketing method of maximizing the consumer demand, that is, formulating a unique marketing strategy for different personalized consumption demand to fully satisfy the consumers from product

concept to final marketing stage. Gu Zhonghua (2017)^[23] took the marketing environment as an analytical entry point, extended to formulation and implementation, and the performance evaluation, and then put forward some strategies and methods. Guo Liwen (2017)^[24] emphasized the research on the marketing of small and medium-sized real estate enterprises, discussed their shortcomings and advantages in network marketing and proposed some coping strategies to improve the network marketing of such enterprises. Yang Min (2018)^[25] advocated to perform the data architecture and analysis by the market research for consumers, establish a corporate website on this basis and make more potential or target customers better understand the products of the enterprise through the communication media of the Internet website. For the real estate Internet (network) marketing, it should guide more house purchasers to have a detailed understanding of the real estate project apartment type, planning, price, community environment, transportation, location, municipal support and live facilities, etc., through the medium of network.

Throughout the literature on real estate network marketing research in domestic and international (especially in domestic), it is found that many scholars have conducted a certain degree of research on the connotation, characteristics, strategies and methods of network marketing. However, the related researches are not in-depth and lack of pertinence and operability although they involved the application of network marketing in the real estate industry. In reality, there is still a lack of scientific and in-depth research on the Internet network marketing of the real estate industry in China currently and there are still large number of separation cases of scientific theories from specific practices. On the one hand, some network marketing theories can not give a good guidance to the general practice of network marketing. On the other hand, the most valuable and newest network marketing theory or practical experience with practical guiding significance can not be effectively or timely summarized, thus making the Internet network marketing theory and practice not get the long-term development and progress.

1.4 Research content

In this paper, the real estate marketing strategy in the background of the new era is mainly analyzed. Firstly, the contents, such as the research background and the research status in domestic and foreign, etc., are expounded to clarify the research theme of this paper. Then, the 4C theory and 4R theory, etc., are explained, so as to provide theoretical basis for this paper. After that, the status quo of real estate marketing under the background of the new era is analyzed, mainly taking H Real Estate Enterprise as an example to conduct SWOT analysis. Finally, the marketing problems existing in H Enterprise are analyzed and the targeted solutions are proposed in order to improve the marketing level of H Enterprise.



2 Relevant theory

2.1 Characteristics of the current real estate market

Development factors of the domestic real estate industry include the subjective and objective factors divided in real estate industry. The subjective factors include government agencies, real estate enterprises, consumers, real estate speculators and real estate agents, etc^[1]. The objective factors include land and so on.

Among the subjective factors, government agencies play a double-faced role in the real estate industry at this stage. Moreover, their behaviors are also double-sided. Local government agencies and the real estate enterprises have the closest relationship because the land in the real estate development is controlled by the local government agencies, while the central government will adopt different macro-control policies in different stages of the real estate market development. The local governments hope to obtain benefits from the land they control due to the unfair distribution of the domestic tax system^[26]. Therefore, the local government agencies support the prosperity of the real estate market at all times and hope to gain profits through land sales. However, the local government has to obey the macro-control policies issued by the central government in different stages, so the two have conflicts in different stages. Finally, the execution power of the local government is insufficient when the central government adopts the macro-control policy to suppress the real estate market. As a direct provider of housing for the common people, the real estate enterprises are generally divided into the companies that specialize in land development and the companies that specialize in joint development of real estate and land^[27]. No matter which kind of company, all of them have the same characteristic, that is, the high asset-liability ratio. Besides, the ordinary people are also the housing providers of the real estate agents while being as the residential consumers.

Housing is an important necessity in the tradition of the Chinese people. However, the house price has risen sharply due to the continuous prosperity of the real estate market and the intervention of a large number of real estate speculators and they hoarded a large number of houses. At present, it is very difficult for the common people to buy a house belonging to them. The most famous among these speculators are the real estate speculators from Wenzhou. They not only disrupt the normal development of the real estate market, but also continuously appear nationwide recently under the stimulation of high profits although they have been severely suppressed by the relevant government departments. In addition, the real estate agents have sprung up along with the prosperity of the real estate market. However, most of them are small-scale and irregular with poor service, imperfect management and bad integrity due to the short time, thus making the domestic real estate market more complicated^[28]. As a factor of production, land in objective factors also has the characteristics of time value. Because the land is a very scarce resource and occupies a main cost in the development of real estate enterprises, it plays a decisive role in the development of the real estate market.

The domestic real estate market is divided into three levels, including primary market, secondary market and tertiary market^[29]. The primary market is the land market, which is the basis for other markets. The primary market is the market for land supply, where the land is controlled by the local governments. In this market, the local governments and the real estate developers are in an extremely unfair position as they compete with each other for the precious land resources, resulting in a sharp rise in land prices. Once the real estate development enterprise gets the land, a large part of the land is in a state of ruin due to various reasons, such as the appreciation of the land and the shortage of funds. According to the report of data, the real estate development enterprises held the land area of 389 million square meters, but only 262 million square meters were developed from March, 2002 to May, 2009. Only a little more than half of the land was developed in the past seven years, so the fact is that it is not a lack of land supply, but the real estate developers hoard too many the lands. Moreover, there are more and more phenomena of land hoarding by the development enterprises. For

example, vanke, a large real estate developer, implemented the market policy of “land first”^[2], and Greenland group bought land with 7.346 billion yuan in October, 2009. Then it is the secondary market, which is commonly referred to as the housing market. It is the most intense and most developed situation in the domestic real estate market at this stage, and it is also the most valued by consumers. In recent years, the co-ordination of supply and demand has been seriously out of balance in the secondary market due to the hype of speculators and the new houses have been snapped up as soon as they are launched, resulting in the continuous rising real estate prices.

However, due to the intensified macro-control policies of the state on the real estate market in 2010, now the real estate market is in an awkward situation that the housing price is very high but the market is in shortage. Finally, it is the tertiary market, which mainly includes the transaction and leasing, etc. of the real estate intermediary market. This market can partially improve the secondary market. However, the speculation in the tertiary market has also intensified currently. Many people are still taking risks because of the profits although it has been repeatedly attacked by the government. Another point of the real estate market is that it is capital intensive and closely related to the financial industry^[30]. The real estate industry is also considered to be a quasi-financial industry in the world. Generally speaking, the real estate industry is developed with money and the capital of the real estate enterprises in China is mostly from the loans of various banks at the present. Therefore, this is more likely to lead to “soap bubbles” in the real estate market. Ultra-high profits are often accompanied by ultra-high risks, which is not overstated at all in the current domestic real estate market. However, there is only one side of ultra-high profits, but no ultra-high risks in the current domestic real estate market. On the other hand, the ultra-high risk is partially transferred to the buyers and the loaning banks by the real estate developers. For example, the "dwelling narrowness" that was broadcast on TV some time ago is a true portrayal of reality. In addition, monopolistic and unfair competition appear in the domestic real estate market now due to the pursuit of interests of local governments and the regional property leasing, thus further leading to the continuous rise of domestic

house prices. In the past few years, the domestic real estate market is in a state of short supply on the whole and the demand for houses is far greater than the supply. The important reason is that the developers do not develop the land deliberately after hoarding and create the illusion of high demand that the newly-developed real estates are also sold one by one, even sold out once launched. What's more, the large amount of funds held by the speculators enter the real estate market, directly causing the rapid rise of housing price, so the common people who really need the house can't buy it and can't afford it. In addition, due to the factors, such as the appreciation of RMB, etc., in recent years, a large amount of foreign funds flowed into China's real estate market and the bad stock market caused a large amount of funds to flow into the real estate market from the stock market. On the one hand, the contradiction between supply and demand in the real estate market is increasingly intensified. On the other hand, the real estate developers are actively engaged in the upscale residential districts and some villa projects in order to meet the demand of the high-end customers, but without the active investment enthusiasm to the middle and low end residential districts that the common people need urgently, thus leading to an embarrassing situation that no one buys the high-end real estate while the common people cannot buy a house.

The increasingly fierce contradiction between supply and demand makes the real estate industry in a precarious situation. According to China's real estate index system and data from the national bureau of statistics, the domestic land acquisition area was 329.160 million square meters in 2016, down 17.8% year-on-year, and a total of 221.187 million square meters was developed, down 18.7% year-on-year. Moreover, the land price is still rising and the phenomenon of "Land King" is even more endless. At present, the major groups and companies are more enthusiastic about the development of the real estate market. In 2016, the total investment amount in the domestic real estate market was 3623.20 billion yuan, up 16.1% year-on-year. In addition, the ratio of investment in the real estate market to that in other industrial assets has also continued to rise. The growth rate of investment in the real estate market is also much higher than that of GDP, so the real estate industry has become an important factor

in promoting domestic economic growth. In recent years, the growth rate of domestic commercial housing has developed steadily. In 2016, the total area of newly built commercial housing in China was 3.196 billion square meters, up 12.8% year-on-year and its average price was 4,695 yuan/square meter all year round, which increased by nearly 24.0% compared with the price of 3,880 yuan / square meter in 2015. It can be seen that the housing price concerned by the common people still continues to climb quickly. In addition, the sales price of the new commercial housing increased by 9.1% year-on-year only in December, 2009, and the amount of increase was nearly two percentage points higher than that in November.

2.2 Real estate marketing

Real estate marketing refers to the creative real estate marketing activities that are adaptive the dynamic change carried out by real estate development enterprises or dealers (or agents) and the social management process that the real estate goods, services and information formed by these activities flow to the real estate buyers from these enterprises^[31]. Its essence is the process of meeting various material or spiritual demands of consumer's production or life and gaining profits by the real estate enterprises through effectively providing the real estate goods and related services, such as housing, office buildings, commercial buildings, factories and warehouses, etc., by taking the consumer demand on all kinds of real estate commodities. In fact, the marketing planning is a crucial link in the industrial chain of real estate development. According to relevant data statistics, the real estate development enterprises should pay the utmost attention to the real estate marketing and regard it as the core of other work.

The real estate marketing concept contains the following meanings:

(1) The purpose of real estate marketing is to satisfy the consumers' demand for the real estate goods and services and clear that the enterprises should be guided by consumer demand and the market and the demand should become the starting point of all production and operation of the real estate marketing enterprises. In short, the

enterprises can achieve operational success only by understanding the consumer's demand for real estate goods and services through market and by satisfying their needs through developing and implementing the real estate products^[32].

(2) The real estate market demand includes both realistic demand and potential demand. The real estate marketing operators not only should actively meet the real estate needs of consumers and realize the exchange of goods, but also should focus on the future, actively look for the potential demand and strive to transform customer demand to the realistic demand.

(3) The so-called real estate marketing is not a sales promotion, while sales promotion is only a small part of marketing. The contents of marketing is richer and more complicated than sales promotion. Marketing is the core of business operations in the market-centered operating system, but sales promotion is a part of marketing, that is, one of the marketing combination. Therefore, an enterprise should carry out all marketing activities by regarding the exchange as the core, realize the value of real estate products through exchanging successfully, and ensure a virtuous cycle of real estate development and reproduction. Moreover, the most important is to realize the exchange of goods and complete sales activities during the real estate marketing.

(4) Real estate marketing includes the whole process of marketing. The marketing activities run through the whole process of real estate development, including market research, product design, sales planning and after-sales service, etc. In fact, the real estate development process is the process of marketing management.

(5) Carrying out the comprehensive marketing activities(overall marketing) is the means of real estate marketing. The enterprise is required to conduct both external marketing and internal marketing in the overall marketing. In external marketing, it should try to coordinate the four factors of product strategy, pricing strategy, sales channel strategy and promotion strategy, etc., in time and space to achieve the best marketing combination, thus realizing the comprehensive and optimal results. At the same time, other departments within the enterprise should actively cooperate with the

marketing department to get customers, better serve customers and strengthen the marketing quality of all employees under the premise of increasing the overall interests of enterprise, so as to achieve overall marketing.

2.3 4C theory

Marketing Theory of 4Cs is also known as “4C Marketing Theory”, which was proposed by Professor R.F. Lauterborn (1993), a marketing expert in America, in 1990, corresponding to the 4P theory that is a traditional marketing theory. It resets the four basic elements of the marketing combination based on the consumer demand, namely, Customer, Cost, Convenience, and Communication^[33]. It emphasizes that the enterprise should put the pursuit of customer satisfaction in the first priority, then make efforts to reduce the purchase cost of the customer, and then fully pay attention to the customer's convenience in the purchase process, rather than determining the sales channel strategy from the perspective of the enterprise, and finally should implement effective consumer-oriented marketing communications.

2.4 4R theory

4R Marketing Theory refers to focusing on the long-term interaction between enterprise and customer relationship based on relationship marketing and focusing on building customer loyalty. It is a more practical and effective marketing strategy because it not only starts from the interests of the manufacturers, but also concerns about the needs of consumers. The four elements of 4RS Theory Marketing include the follows:

The first one is relevancy, that is, the enterprise and the customer are a community of common destiny. It is the core concept and the most important content of business management to establish and develop a long-term relationship with customers.

The second one is reaction. In an interactional market, the most difficult problem for the operator is not how to control, develop and implement the plan, but how to listen to and measure the business model in a timely manner from the customer's point of view, so as to transfer it to a highly responsive business model.

The third one is relationship. The establishment of a long-term and stable relationship with customers has become the key to seizing the market in the market environment where the relationship between the enterprise and the customer has undergone substantial changes. There are five shifts in order to adapt to this, including from a one-time transaction to emphasizing the establishment of a long-term and friendly partnership, from focusing on a short-term interest to pursuing a long-term benefit, from the customer's passive adaptation to a single sales of the enterprise to the customer's active participation in the production process, from mutual interest conflicts to common harmonious development, from combination of management and marketing to the management of the interaction between the enterprise and the customer^[35].

The fourth one is Reward. The consolidation and development of any transaction and partnership is a matter of economic interest. Therefore, a certain reasonable return is not only the starting point for correctly handling various contradictions in marketing activities, but also the foothold of marketing.

2.5 4P theory

4p theory is a kind of marketing theory: namely product, price, place and promotion, all of are taken by the initial letter.

Product refers to anything that can be provided to the market for people to use and consume and meeting certain needs of people from perspective of marketing, including tangible products, services, people, organizations, ideas, or their combination.

Price refers to the price at which the customer purchases the product, including discount and payment terms and so on^[36]. Price or price decisions are related to the

company's profits, cost compensation and whether it is conducive to product sales and promotions, etc.

There are three main factors that affect pricing: demand, cost and competition.

The highest price depends on the market demand, while the lowest price depends on the cost of the product. within the range of the highest price and the lowest price, the final price of the product set by the company depends on the price of the same product set by other competitors^[37].

Price: The so-called sales place refers to the sum of the various links and driving forces experienced in the whole process of goods flowing from the manufacturing enterprise to the consumer^[38].

For promotion, many people define it as a simple “ sales promotion” in a narrow sense, which is actually one-sided. Promotion should be a series of marketing behaviors, including brand promotion (advertising), public relations and sales promotion, etc^[39].

2.6 SWOT analysis theory

SWOT analysis method is also known as Superiority Weakness Opportunity Threats. It refers to enumerate the main internal superiority and weakness and external opportunity and threats closely related to the research object through investigation and arrange them according to the matrix form, and then use the idea of system analysis to match various factors to analyze, thus obtaining a series of corresponding conclusions with certain decision-making^[40].

A comprehensive, systematic and accurate study on the situation in which the study object is located can be carried out by using this method, so as to formulate the corresponding development strategies, plans and countermeasures, etc., based on the research results. SWOT analysis method is often used to develop the group development strategy and analyze the situation of competitors, which is one of the most commonly used methods in strategic analysis.

3 The current situation of real estate marketing under the background of the new era

3.1 The current situation of the marketing of H Real Estate Enterprise

The structure chart of H Real Estate Enterprise is shown in Figure 1.

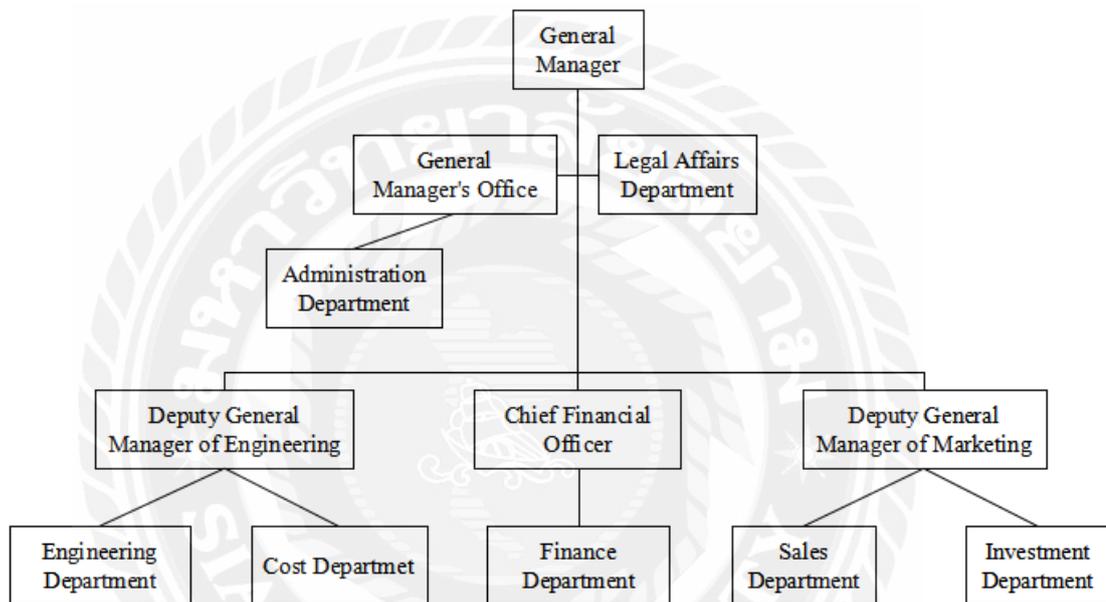


Figure 1

The customer classification chart of H Real Estate Enterprise is shown in Figure 2.

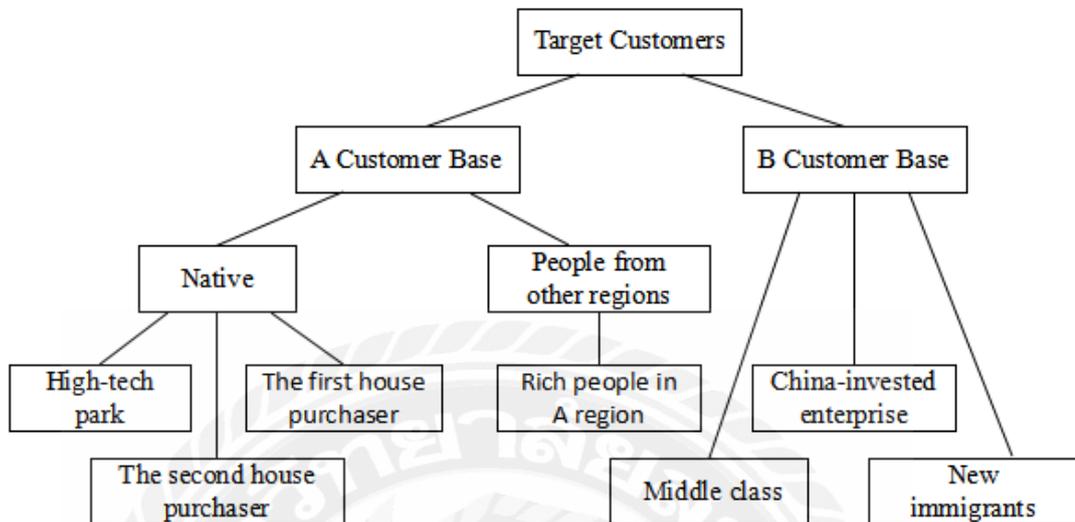


Figure 2

H Real Estate Enterprise used the high-grade materials and decoration during the construction of the project, aiming to reflect the high-end taste of the entire houses. High level club&chamber and high-end communities with aristocratic atmosphere are all the unique selling propositions of H Real Estate Enterprise. However, it is positioned as a high-end community or high-end “commercial complex”, which contradicts the actual composition of the current rigid demand based on the practical situation, so it is difficult for the enterprise to truly grasp the opportunities brought by the growth of rigid demand.

In the current pricing strategy, H Real Estate Enterprise mainly adopts the cost-oriented pricing method that is commonly adopted in the industry. It refers to set the price by combining the advantages and disadvantages of the area where the project is located according to the project development cost. Meanwhile, the price level of the competitors should be considered and the appropriate adjustment of the price should be made according to the area where the project is located. Moreover, it should be in line

with the competitors in terms of price adjustment, that is, the price adjustment is mainly based on the price adjustment range of the competitors. It is difficult to cause the company to pay attention to the price strategy because the high-end group is the main target customers and the market is not sensitive to price. Price marketing is an important strategy of real estate marketing, including pricing and price adjustment. At present, most real estate enterprises are opening at a low price, but adjust the price in time during the sales process. However, the process of price adjustment lacks a reasonable adjustment mechanism. Furthermore, some enterprises even adjust the price of this project after blindly adjusting the price of other projects.

The current distribution channels of H Real Estate Enterprise mainly include two aspects. One is direct marketing, which refers to directly sell the products to consumers who are willing to buy. It is mainly to explain the specific situation of the project and the future planning, etc., to the customer through the way of project display, while the focus is to stimulate the consumer's purchasing desire through the the selling point publicity performed by the sales personal. The other is entrusting agency, namely, the indirect channel. It is mainly to carry out commission sales through the real estate brokerage company. In this way, a part of the sales pressure can be alleviated through the sales outsourcing. However, the brokerage company can't fully understand the project and pays more attention to the sales target but ignores the long-term marketing goal, so it often exaggerates the selling point to make the customers have a gap between the psychological expectation and actual situation, thus causing the customer dissatisfaction. In addition, the brokerage company will cancel the principal-agent relationship once the sales task is completed, so it will not be responsible for the later customer service, which may easily cause customer dissatisfaction.

For the real estate company, the so-called sales promotion is mainly to sell and advertise the unique advantages of the project, so as to achieve good results. H Real Estate Enterprise carries out the promotional publicity through advertisements, the main forms of which is to use print advertisements, produce promotional materials and

manuals, and distribute them in a targeted manner. At the same time, the company cooperates with the local newspapers, radio and television stations for advertising, mainly adopting intensive broadcasting strategy to ensure that the consumers are familiar with the houses developed by the company. The contents of the advertisement should highlight the selling points of the real estate, such as the environment, supporting facilities and decoration, etc. In addition, the company often conducts theme promotion. It constructs the event themes and asks the target customers to attend the event at the sales office, as well as delivers beautiful gifts to them. The purpose is to attract the target customers' attention to the project itself.

Market research is insufficient and lacks authenticity. Market research is the most direct source of obtaining real data for the enterprise and the most important basis for performing marketing strategy. However, some enterprises do not conduct enough investigation when carrying out market research and lack the real field research data and experts' opinions currently. As a result, when formulating the project marketing plans, they only unilaterally use the written report materials as a basis, but ignore the analysis of the demand situation, actual payment ability and competitor status of the consumers in the target market. The deviation of the basic basis ultimately leads to the deviation of the marketing plan, thus restricting the marketing effect and affecting the realization of the business operation benefit.

The positioning of the target market is ambiguous. The high-income people's hierarchy of needs for real estate products is improving constantly with the development of the economy and the improvement of people's living standards. However, there are still differences in the hierarchy of needs for real estate products among the overall consumer groups of society due to differences in income and ideology, that is, the demand for real estate products is multi-layered. At present, some real estate development enterprises ignore such multi-level demand characteristics, but blindly carry out the positioning of high-end products and high-end residential products. On the one hand, it reflects that the target market positioning of enterprises is fuzzy and the

segmentation is unclear. On the other hand, it also shows that the fuzzy positioning of the target market will lead to the unreasonable structure of the whole real estate market and the problem of housing difficulties for the low- and middle-income people can not be solved easily.

The marketing channel is outdated. Now, the channels of real estate marketing are still based on TV marketing and print advertisement. The network marketing is gradually emerging and developing currently. In general, the large and medium-sized real estate enterprises have more marketing channels and better economic benefits, while some small enterprises have fewer marketing channels and less economic benefits due to the limitation of economy scale and brand awareness, which may prompt the enterprises to further reduce the marketing investment.

3.2 SWOT analysis of H Real Estate Enterprise

The SWOT analysis table of H Real Estate Enterprise is shown in Table 1.

| | Superiority | Weakness |
|-------------------------------|---|--|
| Internal environment analysis | 1. Brand superiority; 2. Superiority of trading service industry chain coverage (involving the market data analysis and research, product planning, new house marketing agency and the second-hand housing transaction services in the early stage); 3. Superiority of professional strength and the past | 1. There are many business segments, but their development is not balanced and the real synergistic linkage effect has not yet formed; 2. The current revenue and profit sources are highly dependent on marketing agents, so the profitability of other business segments should be strengthened. |

| | | |
|-------------------------------|--|---|
| | service performance; 4. Superiority of nationwide service coverage distribution; 5. Superiority of talent and standardized service system. | |
| | Opportunity | Threats |
| External environment analysis | <p>1. There is still a huge development space in the real estate market with the urbanization development and demographic changes; 2. The overall real estate market is entering the second half, so the industry will be inevitably integrated and shuffled and bring the new development opportunities and space, which will provide a new round of rapid development for enterprises; 3. It is the basic development conditions that other enterprises do not have for the company to first integrate the related resources of Internet and finance, and the form the advantages of listed capital; 4. Further segmentation of industry</p> | <p>1. The uncertainty of market policy has a great impact on the sustainability of the development of enterprise; 2. The industry competition is increasingly fierce and the customer and market share are fluctuating; 3. The highly mature development process of the industry is also the process of gradual decline in profits; 4. In the process of development, the enterprise faces the risk of management control and the risk of brain drain and customer loss due to the huge organization.</p> |

| | | |
|--|--|--|
| | market development can also bring new development opportunities. | |
|--|--|--|

Table 1

3.2.1 Analysis of superiority

High reputation: As a well-known real estate enterprise in the country, H Real Estate Enterprise has a good reputation and popularity. Moreover, the projects developed by this company in other cities and regions have been highly praised and recognized by consumers. Therefore, H Real Estate Enterprise itself has a good advertising role.

A professional marketing team: As a comprehensive real estate enterprise, H Real Estate Enterprise has an excellent marketing team, which lays a solid human resources foundation for the marketing of real estate projects and provides talent guarantee for the implementation of marketing strategies.

3.2.2 Analysis of weakness

The enterprise has too rich product lines and too much business segments, which covers the middle and high-end properties, tourism real estate and commercial properties, etc. As a result, its core competitiveness is weakened and its control over other aspects is also insufficient. The overall debt ratio of the company is high, so the overall financial security is still insufficient.

3.2.3 Analysis of opportunity

In recent years, all areas have paid attention to the urban construction and increased investment to improve the overall image of the city due to the good economic development. At the same time, the living standard of the citizens is greatly improved, which prepares a better development environment for the survival and development of real estate enterprises in the future. What's more, most of the residents' demands belong

to the rigid demands. At present, most of the purchases are people after the 1980s who need to purchase wedding house and improve the housing. Therefore, the relative rigidity demand is more, while the elasticity is weaker, so there is a larger room for the improvement of the product. Actually, most of H Real Estate Enterprise market is dominated by residential buildings, so the single form of houses can not meet people's requirements for diversity.

3.2.4 Analysis of threats

There are many problems of the real estate market in the development process in terms of industry credibility. The reputation of the real estate industry has been seriously impacted, mainly reflecting in the following aspects. There are housing quality problems, such as shrinking areas, occupation of green space and failure to realize the promised supporting facilities; The sales methods are more deceptive. Controlling sales refers to creating the illusion of supply shortages artificially. For example, the migrant workers are hired to line up to create hot sales scenes, etc., which has gradually been recognized by many consumers. In addition, the wealth giants even become the tax-paying dwarfs. As everyone knows that the real estate enterprises can get high profits, but they only pay a little in taxes. Recently, the national tax authorities have carried out tax inspections specifically for the real estate industry. Besides, they do not have a strong sense of social responsibility. A survey conducted by Sina in 2016 showed that more than 90% of people believed that the real estate enterprises lacked a sense of social responsibility. In the same year, China Charity Federation performed a special investigation on the social responsibility awareness of the real estate industry, which was the first time for it to survey a certain industry specially. Therefore, in the eyes of many people, the image of the real estate industry is basically putting the profit first and rich but cruel. More seriously, the real estate developers have been blamed since the housing price is too high and the rising speed is too fast, which is not good for the development of the real estate industry.

In terms of capital sources, the Ministry of Construction issued Decree No. 40 of *Measures for the Administration of Pre-sale of Urban Commercial Housing* in 1994, which allowed the pre-sold system to be implemented while selling the commercial houses. In 1995, *China Real Estate Management Law* was implemented, which clearly determined the commercial housing pre-sale system in the form of legislation after approved by the National People's Congress. Subsequently, the Ministry of Construction issued Decree No. 95 of *Measures for the Administration of Pre-sale of Urban Commercial Housing* in 2001, which clarified the corresponding rules and made the commercial housing pre-sale system become one of the core management systems of market operation. The pre-sale system implemented in real estate industry means that the houses can be sold before the main structure of the house is capped and the project is completed, which compensates for the large amount of money required during real estate development to a large extent. The deposits and down payments from customers account for a large proportion of the real estate development funds, which is an important source of real estate development funds. The implementation of the pre-sale system plays a pivotal role in solving the shortage of real estate development funds and promoting the development of China's real estate industry. However, many market risks and transaction problems are derived from the pre-sale system of the new houses in commercial housing, so it proposed to cancel the current housing pre-sale system and change the sales of forward delivery housing to the sales of existing houses in *China's Real Estate Finance Report* released in the People's Bank of China on August 15, 2005. If this proposal is adopted by the government, the financing ability of many real estate enterprises will be severely tested.

4 Marketing problems and strategies of H Real Estate

Enterprise

4.1 Marketing problems of H Real Estate Enterprise

4.1.1 Fuzzy positioning of the real estate market

In order to improve the level of the project, the operator of H Enterprise can properly package the project. However, the real estate marketing will be misguided if he/she believed that the propaganda and packaging plan of the real estate plays a decisive role in sales. The refinement and application of the selling point of the project not only can change and enhance the image of the project, but also can increase the cost of the project and cause sales pressure. Another misunderstanding is that the planning is useless, that is, the planning is never carried out in real estate marketing, but adjusting with the sales at any time. The real estate marketing management is to look for and conclude a marketing mode of grasping the promotion of the project by combining the project itself based on the local market. Therefore, the high-level real estate marketing management can not only reduce the transaction cost of real estate project when allocating resources, but also effectively avoid market risks, while it is difficult to control the profits and costs by using the strategy without the planning but adjusting with the sales at any time.

Many real estate developers have a common problem in marketing, namely, the unclear market positioning. This has something to do with its lack of scientific and careful market research. In marketing, they often only consider how to sell more houses and how to obtain greater economic benefits, but seldom carry out a scientific and careful analysis and research on the market in advance. Meanwhile, they lack a clear understanding of themselves and lack the clear understanding and judgment on their positions, advantages and disadvantages in the real estate market. The other one is the unclear target market in marketing. Many real estate developers often use a wide range

of advertising in marketing. They think that this method can let more people know about the real estate information, but the effect is not very obvious actually. In addition, they still adhere to the propaganda method of “self-centered” in marketing, lacking the understanding of the real needs of customers. In short, they even deceive the consumers and break the promise as long as the houses can be purchased.

4.1.2 Too single marketing method

The real estate marketing is a complex process due to the characteristics of interconnected upstream and downstream industrial sectors, mainly involving the organizations or departments, such as the urban construction, planning, land, industrial and commercial department, design unit, construction unit, planning unit, landscape design unit, media and full planning and sales agency, etc. Therefore, the implementation of marketing will be affected in case of the problem in any link. The marketing method of H Enterprise is too single, only including the spot sales in the sales office and the direct sales in the streets, all of which are blindly and can not provide the effective track for the potential customers. In addition, the sales team has a poor ability and the personal can not cooperate with each other, just with more individual actions.

4.1.3 Excessive pursuit of short-term benefit

Currently, H Enterprise still stays in the stage of pursuing short-term benefits and fails to form its own unique product advantage. Most of the advertisements only use the popular words, such as superior location, convenient transportation, beautiful environment and imminent appreciation, etc. The consumers not only need material satisfaction, but also need higher spiritual enjoyment simultaneously. In this interactive process, some real estate enterprises based on the future gradually begin to establish their own brands and take the road of brand management. The brand is the key to marketing success in modern real estate marketing competition. Country Garden Group, one of the leading enterprise in China’s real estate industry, launched the brand concept of “Giving you a five-star home”, which took the lead in opening the service

brand in the domestic real estate industry and improved its “five-star” service for consumers. In contrast, H Enterprise disregarded the construction of corporate brand in the fierce market competition and failed to provide good services to customers.

Although there are many real estate developers in China, only few enterprises can do a good job in building the brand of corporate image among the large-scale enterprises and small local enterprises, which is directly related to the bad marketing of its brand image. In particular, many small enterprises often adopt the marketing strategy of learning and imitating the large enterprises. Although they have achieved certain results, they cannot leave a profound impact to the consumers on the promotion of corporate brands. As a result, they cannot occupy larger market shares and obtain a long-term development. Due to the lack of good marketing for the corporate brand image, many real estate enterprises do not have their own corporate brands and further lose the core competitiveness. Therefore, it is one of the major problems to neglect the marketing of corporate brand image in China's real estate marketing.

4.1.4 Low quality of marketing staff

The marketing staff of H Enterprise has many problems and lacks the strong professional knowledge. Many real estate companies directly recruit the students majored in marketing from some colleges and universities as the sales personal, but they do not have in-depth research and understanding of the specific real estate knowledge, resulting in the situation that the sales staff do not have the comprehensive professional knowledge. In addition, they do not have good service attitude during the sales process. In the process of selling houses, the sales staff of many enterprises have a poor service attitude and lack sufficient patience and affinity, which makes many potential housing purchasers and housing purchasers extremely resentful, and plays a certain role in restricting the improvement of sales. Another problem is the poor marketing skills. As is well-known, any sales team must master and research the marketing skills. However, the sales personal in many real estate enterprises do not have the corresponding fine real estate marketing skills. Moreover, lots of sales people do not conduct specific analysis

on the failure cases or setbacks about marketing encountered during the sales process, so they failed to improve marketing skills.

4.1.5 Mismatch between housing price and consumer affordability

Too high housing price makes many consumers fail to purchase the house. According to a survey for the local residents, the housing price is still far beyond the scope of their payment capabilities. A few real estate developers put profit first. In order to get the maximum profits, some real estate enterprises believe that the opportunity to make a fortune is coming especially after seeing that the commercial housing has become a hot commodity, so they break the market rules and add a few percentage points on the basis of the very high original housing price based on the market rules. As a result, the housing price is rising rapidly day by day.

The development cost is too high. From a financial point of view, the development cost of housing is composed of manufacturing cost and period charge, including the compensation for land acquisition and demolition, preliminary engineering cost, infrastructure construction charge, construction and installation engineering charge, the public supporting facilities charge, development overhead charge and management charge, etc.

The housing price shows the trend of low price at the opening but high price with selling. H Enterprise have gradually shifted from mainly selling existing homes to mainly selling the forward delivery housing. On the one hand, it makes the real estate market more active. On the other hand, it triggers and stimulates the high housing price of the market while increasing the speculative psychology of buyers and sellers.

However, it is not easy to purchase a house for most ordinary people. Although the consumers can use tomorrow's money to realize today's dream, the low-income families have limited ability to repay the loans. Therefore, the too high housing price restricts the consumers' enthusiasm for buying house and makes more people wander in wanting a house, seeing a house and buying a house. It not only makes it difficult for the

consumer to buy a house with good quality and low price, but also makes the vacancy situation of commercial houses increasingly serious.

In order to prevent the price of commercial housing from rising too fast, the state has introduced a series of policies to stabilize the housing price, involving many aspects, such as supply structure, taxation, credit, land, low-rent housing and affordable housing construction, etc. The momentum of rising housing price has been initially restrained, but the housing prices even have a certain correction, in some areas, while the overall housing price is still at a high level. Through analysis, the main reasons for the rise in housing price are as follows:

(1) Insufficient supply. In order to standardize the land market and realize the true value of the scarce resources, the state has successively introduced a number of land policies, such as strictly regulating land system, strengthening the land regulation and control and standardizing demolition behaviors, etc., resulting in the strict control of land supply and a sharp rise in land prices. The financial institutions in China have tightened the cash flowing and restricted loads seriously after alerted by American subprime mortgage crisis. All of these directly make the real estate development enterprises that are highly dependent on bank loans in a shortage of funds and the insufficient supply in the real estate market.

(2) Strong demand. The increase in demand for real estate products mainly stems from the following four aspects. First of all, improving housing conditions has become a problem that many families have to solve with the improvement of residents' income level, so the demand for improved housing increased substantially. Second, with the acceleration of urbanization, a large number of migrant workers have worked in cities, while they need a large number of housing with low prices and the rental housing. Third, the passive rigid demand caused by the urban infrastructure construction, reconstruction of old city and demolition has increased in recent years; Finally, China is in an optimistic stage of rapid economic development, accompanied by the impact of factors, such as RMB appreciation and housing price rising expectation, etc., thus

forming a large number of interest-driven real estate investment and speculative demands. Moreover, the market supply and demand gap is the fundamental reason for the rapid rise of the real estate prices.

(3) Increase in the development cost. In recent years, the proportion of land cost to the structure of real estate development costs has become larger and larger, showing an accelerating upward trend. Therefore, the sharp rise in land cost is the main reason for the rise in housing price. Taking the first to third quarters of 2007 as an example, the commercial housing prices in 70 large and medium-sized cities nationwide rose by an average of 6.7%, while the land price rose about twice than that of the housing price. In addition, there are many other important reasons for the rising housing price, such as the increase in construction materials prices and labor costs, the application of new materials and the increase in development and construction costs and demolition costs caused by the improvement of the real estate quality.

(4) High profits pursued by real estate enterprises. The China's real estate market is poorly developed due to the relatively late start and the influence of many unfavorable factors in the development process, while the outstanding performance is the too high profit margin of real estate enterprises. According to relevant data, the international real estate profit margin is generally about 5%, while China's real estate profit margin is as high as 30%-40%, and the average annual growth rate is more than 30%. It can be seen that the high housing price in China has a close relationship with the pursuit of high profits by real estate enterprises.

4.2 Influencing factors of the marketing of H Real Estate Enterprise

4.2.1 Less attention paid by the enterprise to marketing management

Real estate marketing management should run through the whole process of real estate development from site selection, design and construction to completing the project, sales and property management. However, the reality is that H Enterprise

excessively trusts its own intuition and experience and does not pay attention to or even carry out the market survey and feasibility study before project development. It is of great market blindness for the enterprises to choose investments based on its intuitive market feeling or the opinions of a few people. Even if some of them conducted market research, the survey results were untrue due to the large deviation of the information collected.

H Enterprise also begins to realize the importance of marketing management, but it is unwilling or unable to make in-depth and objective scientific arguments for project development and sales. Actually, it blindly copies and “clones” other people's cases and experiences instead of independent analysis and thinking, or just makes self-deceiving counter-evidence after the development of the land and content has been fixed. All of these cause that the housing developed can not be accepted by the market, resulting in a large backlog. Neglecting marketing management not only causes the improper internal marketing management status, but also leads to the organizational form that is not conducive to the development of marketing work, which restricts the guiding role of marketing work in development work.

4.2.2 Low overall level of the marketing team

Due to the one-sided understanding of marketing management, H Enterprise does not pay attention to the cultivation of marketing professionals and the improvement of their quality. As a result, the overall quality of marketing management personnel is low and the professional marketing personnel is insufficient, with the problems of low educational background and uneven professional quality.

Marketing work requires practitioners to have good comprehensive quality, keen market sensibility and the ability to integrate resources. The lack of excellent marketing managers directly restricts the formation of excellent marketing programs and the effective control during implementing process.

4.2.3 Serious thought and behavior of short-term benefit

At present, H Enterprise only considers the immediate interests in housing development and pursues the maximum economic benefits, but rarely considers the social benefits and the interests of consumers. It lacks long-term planning in enterprise operation, so it just gets the profits from the project after completing it and finds another project after completing the current one. Due to the long operating cycle and high return of real estate projects, many small and medium-sized enterprises and family-owned enterprises only want to develop in a short term, which can neither expand the scale of operations nor integrate the building product features and brand advantages. These real estate developers just aim at today's market, considering how to sell the developed housing as soon as possible. They have the business philosophy of engaging in a one-for-all deal, regardless of the interests of the buyers. Therefore, maybe they do the real estate business today, but buy and sell the land or other commodities tomorrow, just like a Chinese proverb: one shot for another place. They are never responsible for their business behavior. Therefore, in the housing development and operation, it is also possible not to follow the construction procedures, not to set up the project, not to conduct feasibility studies, not to have standard design drawings, not to report construction, not to apply for construction permits and not to implement bidding , or arbitrarily underprice, dismember the projects and designate the use of construction materials and equipment. In addition, some local state-owned property developers even use the projects to solicit and accept bribes.

In addition to local real estate development enterprises, due to low investment, low barriers to entry and wide market demand, large number of various small and medium-sized enterprises, such as intermediary, consulting, agency and property management company, etc., have emerged with the improvement of the real estate market in recent years. As a service enterprise, it should have extremely strict standards for professional skills, education background and professional ethics. However, the uneven quality of employees and poor management also cause the disorder of the real estate market to a certain extent and reduce the overall social trust in real estate enterprises.

4.3 Marketing strategy of H Real Estate Enterprise

4.3.1 Clarify market positioning and expand marketing channels

H Enterprise can build the sales office near the project site and sell them in a “retail” sales model. When designing the sales office, it should consider the use of the building after the end of the project sales, either for selling to the supermarket or for the owner's club.

As the facade of the real estate, the sales office should be designed generously with exquisite decoration and reasonable layout. The sales office is roughly divided into four areas: the pre-function area (including the welcome desk, and the consulting desk, etc.), the display area (including the building model sand table, the apartment model, the video playback equipment and the publicity information desk, etc.), the negotiation rest area (including the reception desk and chair and sales schedule control table, etc.) and the work area (including the sales staff’s office chairs, locker and water dispenser, etc.).

Cooperate with local units, such as the professional real estate agents, commercial loan issuing banks, housing provident fund management centers, department of housing management and news media, etc., to implement “chain-bundled” sales. Moreover, it is necessary to give them a certain amount of prior profit when selling through agents, so that they can maintain consistency with the company's direct sales channels.

The goal of the real estate business is to rely on the purchase of consumers. Therefore, the real estate enterprise should try their best to meet the needs of consumers in marketing activities. The consumer's demand motivation is shown in Figure 3. Only to meet the needs of consumers, the real estate enterprise can achieve their established goals, gain a foothold in the fierce competition and will not be eliminated by the market. Besides, consumer demand is the starting point of real estate business marketing activities and is the foothold of marketing activities to meet consumer demand. They should try to meet the consumer demand and understand its definition. As the product

in the real estate market is unique, the consumer demand have the following characteristics:

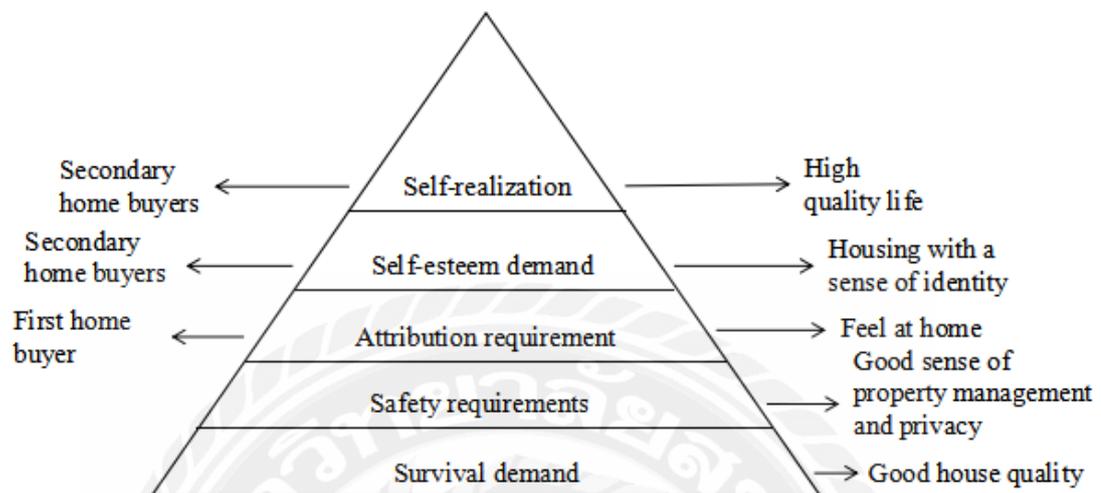


Figure 3

First, consumer demand has a dual nature. Housing is not only a necessity for the residents' lives, but also an investment product. People are beginning to care about how to make their money appreciate as income levels rise at present. Therefore, the real estate product has gradually become an investment tool due to its relatively stable value.

Second, it is the level of customer demand. According to Maslow's hierarchy of needs, that is, people have higher level of demand when the real estate market can satisfy their lower level of demand. For example, people would like to choose the ordinary housing at the beginning due to the influence of the income, but they may have demand for luxury villas and apartments with the increase of the income.

Third, consumer demand is diversified. The diversity of the demand of the consumers' family situation, income level, occupation, education level, lifestyle changes and even people's different preferences determines the product differentiation in the real estate market. It is necessary to understand and grasp the characteristics of the demand in the real estate market in order to meet consumer demand. According to

the characteristics of the market demand, it should give full play to the role of market research to carry out the segmenting market demand-oriented marketing activities. In addition, the analysis of consumer demand includes qualitative analysis and quantitative analysis.

At present, H Enterprise adopts more qualitative analysis methods, such as direct market research, collecting relevant information through the network and consulting relevant experts. Qualitative analysis can enable the real estate enterprises to have an overall grasp of current market demand. H Enterprise should conduct quantitative analysis at the same time. Market research should be combined with the collected data to conduct the quantitative analysis and enhance the analysis of consumer demand in a more specific and instructive way. In the process of analyzing market demand, it should pay attention to the accumulation of information and summarize the market demand. The market information between joint projects can be shared, so as to reduce the workload of related work in the future.

With the continuous improvement of people's life, their requirement for the quality of life is also improving, so the requirements of the housing are not only limited to be able to live. They often consider many aspects when purchasing a housing, such as the design of the building, the community environment and cultural connotation, etc. Therefore, the real estate developers should make efforts to innovate marketing strategies and do a good job in both spiritual care and cultural care. It is also an inevitable trend of real estate development from materialization to culture. On the one hand, the real estate developers can do some cultural marketing, green marketing and even service marketing according to the needs of consumers. For example, they can add some humanistic and green flavor when carrying out publicity, so that the customers can feel comfortable and natural, and further rise to the sense of happiness. On the other hand, the traditional marketing channels can no longer attract more customers according to the new requirements of market changes, so the real estate developers should increase the use of the media, especially the use of the network and various medias.

4.3.2 Make full use of diversified marketing methods

The marketing model of H Enterprise is too simple. It should keep pace with the times, make full use of network resources, study the content and form of network marketing on the basis of traditional advertising strategies, increase the advertising mode of network marketing and expand the coverage of project information. It should pay more attention to the new network channels, design and produce professional large-scale interactive websites through professional website production companies and cooperate with websites, such as China Real Estate Network , Zhejiang Real Estate Network and so on, so as to conduct online promotion and sales with the company website. At present, people's shopping mode has also undergone a significant change, and more and more people began to choose convenient and fast network shopping due to the rapid development of e-commerce. The sales of the company's housing must keep up with the consumer's shopping trend, and establish a suitable e-commerce system based on the characteristics of the housing. The current popular network channels have many advantages that traditional channels do not have, such as easy purchase and fast information acquisition and remote online interaction between the company and the customer, all of which enable consumers to fully understand the company's products without going out of the house. Therefore, the development prospects of the new network channel will become better and better. Residential product is durable, with expensive, heavy and large characteristics, so the customer will certainly go through a series of steps before buying, such as generating the purchasing desire, data analysis, shop around, decision making and completing consumption. The completion of each step requires a large amount of information, so H Enterprise publish the product information and provide online consultation through online channels, which can attract more consumers' attention. In terms of network channel development, H Enterprise should fully reflect the advantages of the company from the content of the website and the functions of the website, so that more customers can easily obtain services from the Internet. In addition, it can become a unique 24-hour E-house chain by virtue of the rich house information and realistic pictures in the website. The internal network system that

supports the sharing of chain channel information will update information synchronously with the external network, strengthen the comprehensive service system and realize the complete customer value by using the interconnection method of the website and the intranet system of the chain store. Centaline Property plays its powerful information service function with its own information advantage and the online and offline interaction of chain stores. At the same time, it optimizes the company service to establish a unified hotline and mobile messaging platform in Kunming, so as to provide real estate consumers with a full range of services of “Stay at home to find a good house”.

4C marketing theory shows that the enterprise should actively carry out effective two-way communication with customers and establish a new type of enterprise based on mutually beneficial customer relationships. This is no longer a one-way corporate promotion and persuasion of consumers, but to find an effective way to achieve the goal through the communication between the two sides and solve the problem of information asymmetry between consumers and real estate companies. Real estate companies don't know product type that the consumers want and don't fully understand the prices and other contents that the consumers are willing to accept. Information asymmetry reduction will help enterprises improve the service level and is in favour of improving the degree of customer satisfaction. Shanghai real estate enterprises should actively seek to the communication with consumers when carrying out marketing activities. H Enterprise should establish a effective channel to communicate with consumers and enhance such communication. Moreover, the communication between the real estate enterprises and the consumers and the understanding of the real customer demand not only can develop the products for the market demand, but also can enable consumers to deepen their understanding of the real estate projects. It is required to innovate the communication channels between real estate enterprises and consumers, such as carrying out the targeted lectures for customers to buy houses, inviting the owners to participate in project development and inviting the consumers to participate in project design, etc. Through interacting with consumers, the real estate companies can

strengthen their emotional connection with consumers and make their products more easily recognized by consumers.

Improve the application of marketing communication network. Today, when the Internet is widely used, it is necessary to establish a network platform for the real estate enterprises to effectively communicate with consumers and other stakeholders, as well as to break the limitations of time, space and information capacity. The corporate information, product information services and information prices of Shanghai real estate enterprises can be published on the corporate network platform, so as to facilitate the consumers to check.

H Enterprise has not done very well in the development and application of the network platform. It does not have high web page production quality and rich contents, so it fails to provide effective information for consumer demand. Therefore, H Enterprise should give full play to the important role of the network platform, strengthen the communication with consumers, maintain corporate websites carefully, ensure the contents of the website is updated and provide consumers with simple and effective network information. At the same time, the appropriate interactive modules should be made in the network platform in order to promote the two-way communication between real estate companies and consumers.

In terms of promotion, store promotion is an important way of the real estate agencies to perform sales promotion. This method is simple and easy with low cost , and the customers who come to the store usually have a strong intention, so their demand information is more effective. Through the active communication between the real estate agent and the on-site customer for the demand inquiry, information provision and real estate consultation, the customer may finally reach the intention to purchase or rent a house, as well as leave his/her name, contact information and the requirements of house location, area, house type and special requirements. Therefore, H Enterprise must strictly require all the stores to implement uniform standards in hardware, perform the standardization operation on business process, and the practitioners must have friendly

manners and wear uniforms clothes. In addition, they should put the customer first in service, such as providing the customers with the free evaluation of the value of the house, free consultation, free cleaning for the high-end tenants and the second-hand houses, and discount moving expenses, etc.

In terms of community promotion, the community belongs to the terminal channel, so who occupies the terminal market, who will become the winner of the market. Therefore, H Enterprise should pay attention to the promotion work in the community and optimize the networking system between it and community neighborhood committees. The neighborhood committees can directly accept the entrustment of the residents' selling, renting and purchasing, and then record the customer information into the system. After that, the broker of E-house Real Estate Agency should pay a return visit to the customers as soon as possible, provide the relevant services and answer the residents' questions. Moreover, the neighborhood committees can also understand the progress of the service through the the tracking records of customers displayed in the system, which is convenient for them to supervise and control the legal leasing and leasing behaviors of the enterprise and customers.

In terms of network promotion, the real estate industry belong to an information-intensive industry, so the accuracy, timeliness and accessibility of information is the basis for the real estate enterprises to engage in business activities. In particular, H Enterprise adopts the direct store sales mode, so it is inevitable to require information sharing between stores through electronic business systems, including the rapid transferring of information between stores and the comprehensive analysis after the information are gathered at the headquarters. From this point of view, it is not only impossible to maximize the utility of information, but also difficult to manage each store remotely if there is not electronic management system. Therefore, the network promotion platform must be further strengthened on the existing basis and its technical level must be also improved.

4.3.3 Implement the brand marketing

At present, there is an extremely fierce competition in the local real estate market where H Enterprise is located. What's more, the entry of domestic and foreign investment groups has given it great competitive pressure. When the real estate market presents the pattern of high demand and high supply, Only by making itself bigger and stronger, improving its business ability, enhancing its brand image and providing the consumers with quality products and services, can H Enterprise achieve sustainable development in the future. It is necessary to increase capital investment in the medias, such as the Internet, television and newspapers, etc., and use these channels to increase the consumers' understanding for the enterprise.

The development companies should use good market operations to establish and maintain their own brand image. While striving to improve product quality and meeting different needs of consumers, they must cherish their own brand achievements and do a good job in after-sales services, such as property, etc., so as to make the after-sales service work programmed and standardized, thus forming a unified brand image of H Enterprise.

It should set up more sales outlets. Real estate is a special commodity, while the consumers have more trade-offs to consider, a long time to select and survey, and consume more energy. Therefore, it is an important means to change the original way of purchasing house and provide convenience for consumers to buy a house to introduce the concept of "store-style" and "chain-orientation", build information network and sales network, and provide consumers with completely convenient and unified services in price, information and quality.

It should pay attention to providing the accurate and detailed information. For the vast majority of consumers, they may only buy once house in their lifetime. Therefore, they will be very cautious and spend more time and energy during purchasing. In this process, they will repeatedly collect data and make repeated comparison. Therefore, the development companies should try their best to provide the consumers with the real and reliable information covering all aspects and even including the information of

competitors, so as to win the trust of consumers and provide them with the real convenience.

Only having the deep recognition of the concept of “all in order to meet the consumer demand” can the enterprise constantly complete and improve every detail of the housing purchase service. In addition, the consumers will also give the enterprise an excessive return once they received the constant convenience.

Real estate product strategy is the primary factor of real estate marketing. If a real estate enterprise want to survive for a long time, it must develop the products required by the market. According to the concept and content of products in marketing, the real estate products can be divided into three levels:

First, it is the core product, which is the main service that buyers want to buy actually. For the housing buyers, they really need a sense of family, security and accomplishment.

Second, it is the tangible product, referring to the brand, characteristics, style and quality of real estate product.

Third, it is the extended product, which is a variety of services attached to the tangible products, such as property management and guaranteeing the provision of public facilities, etc.

The current market situation shows that the real estate product marketing can not rely on a concept or an idea, but really needs the product itself since the consumers are maturing increasingly. Therefore, the real estate enterprises must pay attention to all things including the three levels of products when developing the real estate. Generally speaking, all real estate developers must satisfy the buyer’s sense of family and security, so they are at the same starting line on the core products. In addition, the tangible products and extension products can really attract consumers, that is, the real estate product marketing can have a unique role. Under the current market situation, the two

aspects are the things that the real estate product marketing can be really relying on and breakthrough.

Currently, the supply of real estate commodities exceeds the demand, so the consumers more value the appearance, interior layout and decoration of the house. To this end, the developers must adopt modern new materials and technologies to make the property intelligent and modern. Finally, they should pay attention to create the cultural atmosphere of the community through high-grade clubhouses, well-stocked libraries, warm and harmonious neighborhood centers and well-equipped kindergartens kindergartens, primary and secondary schools, all of which are the beneficial exploration and successful attempts made by the real estate developers in brand marketing.

Brand is the core competitiveness of an enterprise, while the establishment of a brand will greatly enhance the core competitiveness of it. With the improvement of living standards, people have begun to pay more attention to the taste and cultural connotation in terms of the requirements for the house, so the real estate enterprise should emphasize the promotion of culture atmosphere and green atmosphere in marketing. Meanwhile, in order to enhance the customer's sense of happiness, it is necessary to the promote the service quality in marketing and strive to provide the customers with high-quality service, human care and personalized life, so as to do the different from other and highlight the characteristics of individual brands. Furthermore, the ability and quality of the marketing personnel should also be improved and to their service level should be cultivated. Among them, the business ability and affinity are very important. In the marketing publicity, the consumers' purchase enthusiasm will be greatly stimulated if they receive a comfortable and pleasant feeling. It is also necessary to cultivate the brand awareness of the marketing personal, letting them fully realize that all of their words and deeds have a direct impact on the brand image of the company. In short, everyone of the enterprise is required to make full efforts to shape the enterprise brand image.

4.3.4 Construct a high-quality marketing team

The smooth implement of the marketing measures of H Enterprise not only relies on the excellent product advantages, but also needs a high-quality real estate marketing management team. The real estate marketing activities are ultimately expressed as the activities of communicating with people. The marketing personal is the propagator of enterprise products and a bridge between the products and consumers. Besides, the advantages of the products cannot be reflected and the marketing management of enterprises can not succeed easily ff it fails to describe and explain the product to the consumers. In order to establish a high-quality marketing team, H Enterprise must have a good market decision-making leader firstly. In addition, the marketing director and manager should have market interpretation, full operation capability and certain advanced judgement for the market risks. Secondly, it is necessary to train a group of real estate sales personnel with excellent real estate knowledge and sales skills to provide high-quality services to consumers with perfect personal image, good professional skills and enthusiastic service attitude.

It is necessary to strengthen the training of consulting and sales personnel. Consulting and sales personnel are the main force to contact and communicate with consumers. Therefore, their service mentality, knowledge literacy, mastered information and the verbal communication level have an important impact on the timely understanding of the property situation and purchasing decisions of the consumers. However, the real estate sales personnel in Xi'an have low quality. The sales personnel with high comprehensive quality in all aspects are very necessary for providing consumers with perfect housing purchase services. Therefore, the real estate enterprises still have a lot of work to do in education and training.

4.3.5 Adjust housing price reasonably

4.3.5.1 Consider the pricing strategy of the cost paid by consumers

The consumers will get greater benefits from the consumer-oriented pricing strategies because such strategy starts from the potential psychological acceptance rate of the customers. Besides, the competitor's strategy is also a good reference, so it should always pay attention to follow various measures of the competitors to meet the principle of difference in consumer demand in terms of planning, design, construction, scale, facilities and marketing, so as to achieve the development goals and enable developers to achieve maximum efficiency in the means and processes of the controlled state (the processes of high profit or rapid withdrawal of funds). However, the company should focus on the customers with open mindset when formulating the pricing strategy. In addition, it should recognize that the price, product, marketing, sales, image and promotion jointly constitute an interrelated system strategy, so a lot of professional studies in early stages are necessary and many expertise and market knowledge, and management staff are required.

4.3.5.2 Competitive market-oriented pricing strategy

From the perspective of the current real estate market, it can be said that the degree of competition in the market has reached a certain degree of fanaticism, while both the market competition and price competition are fierce according to their performance in the market. Therefore, Shanghai real estate companies should adopt a competitive market-oriented pricing strategy for the regional real estate market and formulate corresponding competitive prices to have a place in the market. During competing, even if the price difference is very small, such as only 5% of difference in different companies with two suitable houses, then housing purchasing will tend to buy the relatively cheap house. When the competition of the real estate market is at a high level, the listed real estate enterprise will give a price of the first batch of houses that may be slightly lower than the acceptable market price level. Therefore, even if the listed houses have the similar properties in product attributes, location, status and prosperity, you can set a relatively high price because you are the best in the real estate market.

In the fierce market competition, if Shanghai real estate company has high popularity and reputation, such as establishing a more advanced design with compact structure, reliability and uniqueness, it can set a slightly higher market price. This is correct, not because of its high cost, but because the company's famous brand, so it is understandable and acceptable for the consumers to set a higher price than a similar company. This is actually a psychological situation that reflects the purchase of a designer handbag by an ordinary consumer. In short, it should consider the overall competitiveness of the market and develop a competitive price.

4.3.5.3 Customer experience the pricing strategy

When a purchaser trusts the brand and reputation of the developer, he/she is still willing to buy the house even if the price is slightly higher than other similar products. In contrast, when a purchaser does not have the confidence for the developer, he/she worries about the product quality, even doubts the product even if the price is low at the time, which greatly affects its sales. Therefore, Shanghai real estate company should be carefully considered when pricing, rather than setting the price as low as possible. In fact, the purchaser will doubt the quality of the product when the price is too low.

Since the real estate price finally has to go through the market test, the housing price can be risen if the buyer is willing to accept, otherwise the market will not have a good development prospect. The behavior, brand and reputation of a real estate enterprise will make the consumer desire like many commodities. However, the housing price can not be too outrageous, mainly referring to the cost price. It is not favorable for the sales if the exceeding price exceeds what can not be accepted by customers.

In a word, real estate pricing is an art with many skills and strategies. On the one hand, this is the competition between peers. On the other hand, the most important thing is to grasp the psychology of consumers when facing them and make them willing to accept the housing price. Without this, any skill or strategy is just like an empty phrase.

4.3.5.3 Differential pricing strategy of the product

The real estate products are different, so they should be given different prices separately according to housing area, orientation, vision and floor, etc. Shanghai real estate enterprises should formulate the corresponding housing price levels in the basis of various situations to reflect differential pricing.

The first is the difference of orientation. According to China's unique geographical environment and cultural background, the south-facing houses are more expensive, followed by the southeast-facing and southwest-facing houses, while the north-facing houses are the cheapest. The house will be the most expensive one if all the rooms and bedrooms are south-facing, while it will be the cheapest one if all the halls and bedrooms are north-facing, and so on.

The second one is the difference of floor. Generally speaking, it gradually become more expensive from the lower floor to the higher floor in the high-rise buildings, but the top floor and the third and fourth floor are cheaper. However, for a building with six floors, the general case is that the third or the fourth floor are the most expensive, followed by the second and the fifth floor, while the sixth floor is the cheapest.

The third one is the difference of lighting. The house with empty on three sides and light on three sides is the most expensive, followed by the one with light on two sides, and the empty house facing the two sides is close behind. The detached villa with light on four sides is the most expensive, followed by the semi-detached villa with empty on three sides, and then followed by other villas, while the terraced house is the cheapest before living.

The fourth one is different of size. In general, it is related for the different factors caused by the difference in the size of the receivable area. When the total price fluctuation of real estate is very small, the total price gap is widened according to the market demand. The different regional differences coefficient will be used to determine the different units in order to achieve the total requirements for different customers as required. Since people will have different comfort level when living in the house in different areas, the house area should be moderate.

The fifth one is visual difference. If a house faces a park or a lake, with better vision, people living in it will feel relaxed, but such house will be more expensive. In contrast, a house will be cheaper if it is close to a downtown or has a poor light and a bad vision, even it is in the same building and on the same floor.

The sixth one is the difference of product. Since the building materials have many grades, the price difference between the houses made of different materials is large. The building materials prices are very different, such as wood, aluminum windows and bronze doors, while different aluminum alloy doors and windows have different prices. In addition, the marbles and granite tiles are more expensive than the common tiles. The imported kitchen equipment and bathroom equipment is several times more expensive than the domestic products.

The seventh one is the difference of design. The indoor layout and the size of public facilities will affect the allocation of the real estate price. In addition, the open space and leisure space are also designed to improve the quality of life and improve the real estate price.

In short, there are many kinds of real estate pricing strategies, but the ultimate purpose is to achieve the marketing goal. Therefore, the most fundamental thing is to consider whether there is enough market liquidity. We believe that every developer will not resist to earn high profit margin. However, if it blindly and confidently pursue the high price, then such real estate will lead to the failure of the project finally. Currently, there are two features in China's real estate market. One is that there is a large backlog of real estate. The other one is that many people do not have a good living condition. An important reason is the high price, which leads to high prices and the pursuit of high profits has a lot to do with it although there are many complicated reasons.

It is necessary to adjust the product price because the market situation often changes. Moreover, many commodities in the competitive market environment will change, such as the supply and demand change, and the real estate goods with transfer pricing. Therefore, Shanghai real estate companies should always pay attention to the

market changes to adjust the price in time, but can not ignore the changes in the market and fantasy, otherwise, they will just missing the opportunities and can't keep up with the pace of the market. The price of the property is an important basis for the consumers to choose the real estate enterprise, so the company should accurately grasp the market pulse and choose a right price.



5 Conclusion and prospect

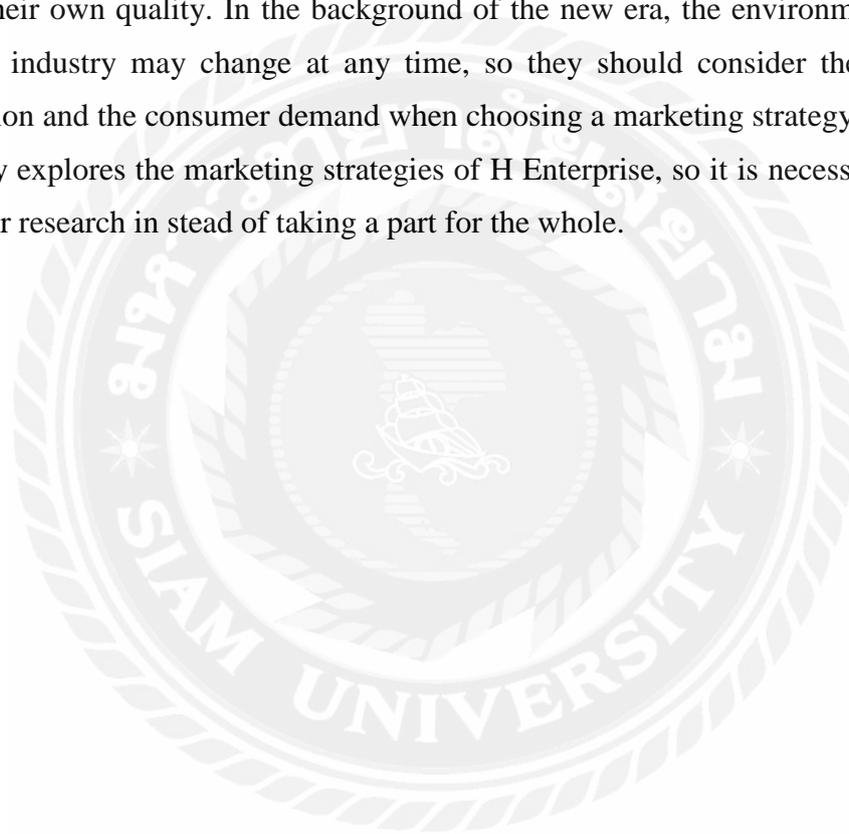
5.1 Conclusion

The national macro-control, fiscal policies and the promulgation and implementation of the purchase restriction policy bring many tests for the survival and development of the real estate enterprises, so the industry competition will become more intense. The real estate industry is one of the important pillar industries of China's national economy. With the rapid development of China's economy, the real estate development and investment has become increasingly active, the growth rate of which has always been higher than that of the national economy in the same period. However, the excessive and rapid development certainly brings some problems, which have a great relationship with the real estate marketing strategy. In fact, China's real estate marketing strategy is still not mature, while it is in the initial stage now. On the one hand, developers do not pay attention to marketing strategy, making many marketing strategies only flow in form. On the other hand, there are fewer talents who really understand the marketing strategy. To a certain extent, all of these lead to a rise in the total number of vacant houses and the phenomenon of “unfinished building projects” has also appeared from time to time, which bring many hidden dangers and obstacles to the healthy development of the real estate industry.

In this paper, through the analysis of the marketing strategy of H Real Estate Enterprise, it finds that it still has many problems in marketing, including the fuzzy positioning of the real estate market, too single marketing method, excessive pursuit of short-term benefits and low quality of marketing staff, etc. According to this, it puts forward many strategies by combining with the actual situation of H Enterprise, such as clarifying the market positioning, expanding marketing channels, making full use of diversified marketing methods, implementing brand marketing and establishing the high-quality marketing team, etc., so as to provide reference to the marketing of H Real Estate Enterprise.

5.2 Prospect

The past practice proves that the market competitiveness of an enterprise will be greatly improved if it succeeds in marketing even if it falls behind the competition in terms of technology, talents and capital, etc. Today, the competition is increasingly fierce, so it is the goal pursued by the real estate developers to maximize the interests of enterprises and sell more buildings. However, they have shown many shortcomings in the marketing process due to the influence of national policies, industry environment and their own quality. In the background of the new era, the environment of the real estate industry may change at any time, so they should consider their own actual situation and the consumer demand when choosing a marketing strategy. In this paper, it only explores the marketing strategies of H Enterprise, so it is necessary to preform further research in stead of taking a part for the whole.



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