

Analysis on the Innovation of Real Estate Marketing Based on Customer Orientation

Lv Jinling

Chengdu Aeronautic Polytechnic, Chengdu Sichuan, 610100, China

lvjinling@126.com

Keywords: Real estate, Marketing strategy, Marketing innovation, Suggestions

Abstract: Real estate marketing is regarded as the lifeline of real estate enterprise management and operation. With the change of China's real estate market from seller's market to buyer's market, the competition is becoming more and more intense, so the innovation in real estate marketing field is extremely important. On the basis of understanding the development course of China's real estate marketing strategy, this paper analyzes the problems existing in the marketing strategy innovation of real estate enterprises by synthetically applying the relevant theory of marketing strategy. Finally, in view of the actual situation of the development of marketing strategy in China, this paper puts forward corresponding innovative suggestions from the aspects of strengthening market research, innovating marketing strategy idea, widening marketing channel and attaching importance to brand marketing, hoping to provide some help for the enterprise in the real estate marketing strategy.

1. Introduction

Since 2004, the state has carried out macro-control on the real estate industry. The main content is the constant tightening of funds and land, the strict credit policy, the consolidation of the land market, the restriction of the supply of high-grade housing, and the suppression of investment. Thus, the real estate market has entered a downturn, consumers wait-and-see, cooling the property market, the decline in trading volume, the real estate market in the real estate market boom, the conversion to the home of demand, passive demand for investment and speculative demand and advance demolition triggered by a degree of inhibition. In this market background, enterprises have higher requirements for marketing. At present, many marketing methods popular in the market, customer relationship management, experiential marketing, service marketing, network marketing, marketing club and so on, and some have a wind, calm thinking and found there are many problems: some really effective implementation difficult, not to be extended, in the current context, the original marketing the method has been unable to meet the developers on the sales performance and profit requirements, so the innovation of real estate marketing on the agenda.

2. Customer Orientation Preliminary Stage

The marketing theory of our country is introduced from foreign countries (Hong Kong and Taiwan and Europe and America). The theory of customer oriented marketing is in 2000. Starting around the real estate enterprise to get the application, the establishment of customer meeting, database, the use of C called M management system, the introduction of it. The concept of guest experience and so on is gradually applied in practice. The marketing characteristics of this stage is to start with the demand of customers is the source of real estate development and marketing planning, is a typical representative of the whole planning by means of market research, competitive analysis, market positioning, planning and design, building layout, engineering control, marketing, customer service service and a series of marketing process, developers and design reasonable marketing products, and make the developers profit model through consumer satisfaction. In addition, customers were simple segmentation is mainly based on demographic characteristics such as age and income, and later the family life cycle time into the boundary between each stage

segmentation variables is not completely clear, for example, at the present stage, the coexistence of product oriented and customer oriented marketing, design, planning and other excessive excessive reflect the lack of products marketing: customer oriented.

The construction of the system and the communication of word of mouth are customer oriented.

Nowadays, the theory of customer oriented marketing has been brought from the West for ten or twenty years, including the customer orientation section, "customer is God". However, in practice, many real estate developers to understand marketing is still superficial, even due to the bias in understanding the connotation of marketing marketing mistakes, the fundamental reason is the lack of consumer behavior on the basis of link, customer relationship management and marketing experience of many marketing methods have failed to play its due effect. Under the background of this round of macro regulation, the research on strengthening consumer behavior is expected to be the focus of future marketing innovation practice.

3. The Purpose and Significance of the Research on the Subject

With the continuous deepening of China's housing reform, the real estate market is gradually growing, and the competition in the real estate industry is becoming more and more intense. As an important link and means of real estate development, real estate marketing plays an important role in improving the economic benefits, social benefits and environmental benefits of real estate development, attracting more and more attention from developers. But in the new situation, with the accumulation of problems, strengthen the national macro-control of the real estate industry efforts to gradually improve the market system and the development process of the exposure of China's real estate marketing experience a strong challenge which requires real estate enterprises to actively explore the marketing strategy innovation. Be in the real estate marketing strategy plays an important role in real estate development and management in this paper, through the analysis of the development and innovation of the marketing strategy of the real estate market, hoping to provide some reference for the real estate enterprises in the market, talent shows itself in the fierce competition in the market.

Reflection on the practice of the system, narrow definition of customer relationship. Defines market operations in a "static, limited range", neglecting customer behavior research and lack of "customer" orientation; Lack of preparation for strategy and change; the customer's participation is still relatively low; lack of psychological model for consumers, neglecting quality, empty talk experience; customer contact points need to be dug; small public communication channels for target customers, lack of research on consumer behavior. Customer oriented real estate marketing innovation. In short, in customer oriented marketing, consumer behavior is the cornerstone of all marketing activities such as customer segmentation and positioning. Research center of gravity - Lifestyle. The way of life covers all aspects of life, and a person's way of life makes him behave in a coherent manner. So, when we know the way a person acts in one aspect of life, we can infer the way he acts in other ways. The way of life reflects the interests of a person's core life. Many core interests shape a person's way of life, such as family, work, leisure and religion, and so on. communication channel mining and communication content assurance. Lifestyle information depicts the fresh life scenes of consumers, which enables our marketers to create better solutions when creating marketing communication programs. These scenes let us know what they are fond of for the target consumer group. For example, in advertising, we can design characters, music and art backgrounds that correspond to the lifestyle of consumers. research methods and research research direction. The way to measure life in a quantified way is called psychographics, and it is also translated as a mental map. The most widely used psychological description technology is research, It refers to the three dimensions of "activity activities", interest interests) and viewpoint opinions, and it is a research tool. Another highly regarded lifestyle tool is (values and way of life, values and lifestyles System), it is by the Standard Research Institute (SRI International) in 1980s developed into it., improved it by 16000 U.S. households to conduct a comprehensive inquiry, use the 35 psychological variables and 4 demographic variables, according to the three dimensions of the principle of orientation, position and orientation of the action oriented, the consumers into 8

different groups, each group members have different values, keep their own unique way of life. Market segmentation for generations of consumers, the differences of lifestyle differences between consumers in different regions, grasp the trend of life style.

4. Analysis of Existing Problems

Real estate marketing is an important branch of marketing, and it is a comprehensive operation and sales process that meets real or potential real estate needs through real estate market exchange. Its essence is to consumer demand for all kinds of real estate enterprises as the starting point, through the effective provision of residential, office buildings, commercial buildings, factories and other word building and related services to meet consumer production or life, material or spiritual needs, a kind of commercial activity and to obtain a profit. The real estate marketing in China originated in 1990s. It is a process of continuous development and maturity that developers gradually adopt the idea and method of marketing concept under specific market conditions. Review the general, there are classic marketing strategies to modern marketing strategies, innovative marketing strategies and marketing strategy. In view of these theories in the marketing world are well known, it is not to be described here. A brief introduction to several customer oriented marketing concepts. Experience marketing. Experience marketing (Experiential Marketing), according to Dr. Bird Schmidt. The definition of "experience marketing" is that the enterprise uses the product as the prop, the service is the stage, and the customer is around the customer. It creates a memorable activity. It is to redefine, design and create new ways of thinking and business models in five aspects: Sense, Feel and Think (Ac). This way of thinking breaks through the hypothesis of "rational consumers" in the traditional way, and argues that consumers are rational and sensual when they consume. Consumers' experience after consumption and consumption is the key to study consumer behavior and brand management. It is a process that a company satisfies the needs of consumers through the creation, supply and sale experience, allowing consumers to feel their needs in the process of consumption. Customer relationship management, Customer Relationship Management (RM) is in 90s. In the late 1980s with the tide of e-commerce into Chinese, with relationship marketing as the core, relationship marketing refers to the marketing activities is regarded as a process of enterprises and consumers, suppliers, distributors, competitors, government agencies and other public interaction, its core is to establish and develop a good relationship with the public the relationship marketing.

5. Problems in Marketing Practice

The theory of real estate marketing has been applied in the market in the early 1990s. After twenty years of practice, it reflects many problems from the marketing orientation, product oriented development to the initial stage of customer orientation. At present, under the macro adjustment and control of the real estate market, the market is in recession, and the marketing innovation is the urgent requirement of the enterprise. So there is a topic for this article. In this paper based on consulting a large number of marketing, real estate marketing, consumer behavior research and marketing aspects of the literature at home and abroad, from the consumer behavior and social psychology, advertising communication and other disciplines of knowledge, this paper attempts from the necessity, research the marketing practice of problem analysis and put forward the innovation path three aspects are discussed. The beginning of the paper is an introduction, which briefly introduces the research background, the intention of the topic, the significance and the research ideas, and defines the scope of the research. It mainly discusses the necessity and urgency of the innovation of real estate marketing, and discusses the objective requirements of marketing innovation from five aspects: market situation, consumer demand, marketing development, misunderstandings and changes in the industry structure.

It focuses on the problems of experiential marketing, customer relationship management and other common marketing theories, pointing out that the fundamental reason is the lack of research on consumer behavior as a basic link. The third chapter puts forward the construction of the

consumer behavior system based on the life style, making up for the lack of the basic link. This chapter discusses the change of consumer behavior research from demographic characteristics to life styles, and proposes subdivision of life style instead of the simplest demographic characteristics. The fourth chapter proposes customer resources as the strategic asset management of enterprises, and discusses four ways to manage customer resources: optimizing customer experience, realizing interaction with customers, utilizing customer's word of mouth power and customer lifetime value management. The fifth chapter is the conclusion, and makes a brief summary of the necessity, the main content and the value of the research. This paper focuses on the problems of marketing practice, and tries to put forward the path of innovation. The characteristics and innovations of the foundation emphasized the role of consumer behavior research in marketing decision making, advocate the establishment of consumer behavior system, using lifestyle segmentation method instead of demographic segmentation, customer oriented marketing theory, hoping to deepen and improve further; and suggest four methods of business customer resources, in order to further improve the practice "the customer center".

6. Conclusions

Since the macro - control of the real estate market in 2000, the market has turned to the buyer's market. Prepare the investment demand by the current market background, market prices owe boom, real estate enterprises put forward higher requirements in addition to marketing, consumer behavior is more rational, more and more professional marketing and industry structure change and so on the real estate marketing theory, the innovation and breakthrough, this paper discusses the customer oriented real estate marketing from three aspects, including the analysis of problems in marketing practice and the innovation path. It is to build a consumer behavior system at the core of life style, and make up for the missing basic links in the customer oriented marketing. The focus of the system is the way of life, and the subdivision of real estate consumer groups by means of life instead of simple demographic characteristics is subdivided into subdivision.

References

- [1] The new marketing (Second Edition) [M] Beijing: higher education press.2006.1
- [2] P.H.W. Urban consumer behavior. [M] Shanghai: Shanghai University of Finance and Economics press, 2016.
- [3] Michael. R. Solomon (beauty), luthay, consumer behaviourology [M]. Beijing: Electronic Industry Press, 2006.
- [4] J.H.W. Customer relationship management of real estate economic enterprises [D]. Shanghai: East China Normal University,2004.
- [5] F.Y.Z. The marketing strategy of the innovation era [A]; the first academic annual conference of the medical ethics society of Shandong province [C]; 2013
- [6] Chen Qiudong; Shi Mingli; technology innovation and sustainable development of the enterprise [A]; 2000 Chinese flavors Symposium on [C]; 2000
- [7] H.Z.Y. A number of issues to improve the marketing level of the real estate market - Analysis of the marketing activities of the Chengdu real estate market [D]; Southwestern University of Finance and Economics; 2000
- [8] The contingency management of Real Estate Company organization structure [D]; University of International Business and Economics; 2010
- [9] H.D. Tax planning of real estate enterprises - Research on tax planning practice of Guangzhou Anju Real Estate Co., Ltd. [D]; Jinan University; 2010
- [10] Research on the business strategy of the Tianjin Xinda Real Estate Company; Hebei University

of Technology; 2012

[11] J.Y. China's real estate market analysis and marketing strategy [D]; Southwestern University of Finance and Economics; 2014

[12] F.B.L. "Jinxi court" project plan [D]; Southwestern University of Finance and Economics; 2010