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DISCUSSION ON THE CURRENT SITUATION OF MARKETING DEVELOPMENT OF REAL ESTATE ENTERPRISES

Abstract

Under the dual influence of the economic situation and the development of the real estate market, the development of the real estate industry has become increasingly difficult, and real estate companies are facing greater challenges to survive. Under this situation, competitors in the industry are fighting for market share in order to survive, making the competition in the real estate industry more intense. From the perspective of home purchase consumption trends, the poor economic situation has led to a decline in the income of home buyers, which in turn has reduced disposable funds and increased the difficulty of buying a house. In addition, the downward trend of the real estate market has affected the wait-and-see mood of customers, and the overall desire to buy has decreased. Customers' purchasing behavior has also become more rational, and they pay more attention to the quality of the project. Based on the above background, this paper explores the current sales status of real estate companies. First, the backward marketing channels and single promotion methods of enterprises have limited their market expansion capabilities. Secondly, in terms of service guarantee, there are problems such as low quality of communication with consumers, low comprehensive quality of marketing personnel, incomplete sales service process, and insufficient product display, which have affected customer satisfaction and the improvement of corporate competitiveness. Therefore, it is recommended that real estate companies innovate marketing channels and improve service guarantee capabilities to adapt to market changes and enhance competitiveness.

Key words: *real estate enterprise, problem research, real estate status, marketing channel, marketing service guarantee, marketing, marketing management, market conditions, competitiveness of services, marketing channels, real estate marketing strategy.*

Introduction. Through research, it is found that due to the particularity of its products, the real estate industry is generally lacking in innovation in real estate marketing, and new marketing applications are not sufficient. In recent years, real estate companies have also adopted a marketing approach that is mainly offline and supplemented by online, and generally lacks innovation. Under ideal economic and market conditions, this approach has little impact on marketing. However, under the current economic and market downturn, if companies are still complacent and do not seek development, it will become more fatal to the future development of companies. Through the research of this article, new technologies, new strategies, and new ideas are introduced to optimize project marketing strategies, help real estate companies achieve

long-term, healthy and sustainable development of projects, and enable companies to cope with the ever-changing external environment. At the same time, it also enables companies and projects to get out of the predicament and keep moving forward to overcome difficulties. It is also hoped that this article can provide reference and reference significance for other similar real estate projects.

Formulation of the goals of the article. As an important pillar industry of the national economy, the real estate industry plays a key role in promoting urbanization, industrialization and modernization. However, the current economic situation and the downward trend of the real estate market have brought challenges to the industry's marketing. In this context, the innovation and adaptability of real estate marketing strategies are particularly important. Research shows that the marketing innovation of the real estate industry is relatively insufficient, especially in the application of online marketing, which still has room for improvement. By introducing new technologies, new strategies and new ideas, optimizing marketing strategies is crucial for real estate companies to cope with market challenges and achieve sustainable development. This not only helps companies to quickly adapt to market changes, but also helps companies get out of difficulties and achieve long-term development goals. The purpose of this article is to reveal and solve common problems in real estate enterprise marketing through in-depth research and analysis. After in-depth analysis of these problems, we can better understand the causes and impacts of their occurrence, and then put forward effective solutions and improvement suggestions.

Analysis of recent research and publications. Research With the development of the economy and the changes in the real estate industry, relevant research mainly focuses on the following aspects:

Petermann (2021) In recent years, due to the widespread application of digital technology, social media and short video platforms have shown great potential, and their reasonable application will have more positive effects on real estate marketing [4].

Giantari et al. (2021) believe that there is no significant direct relationship between environmental orientation and competitive advantage in the article "The impact of environmental orientation, green marketing mix and social capital on the competitive advantage of real estate developers in Bali". However, it has an indirect impact through the adoption of green marketing mix strategies. Therefore, the application of green marketing mix strategies has a positive and significant impact on improving competitive advantage. Then, environmental orientation also has a direct and significant impact on the application of green marketing mix. Social capital has a positive and significant impact on competitive advantage [2].

Gutierrez Velasco (2022) pointed out in the study of income-based real estate network marketing and customer loyalty that digitalization, e-commerce and communication technology, especially during the new crown pandemic, have accelerated the need for multi-channel integration in order to compete in today's fierce market environment. Digital technology helps companies and customers find each other, enabling them to communicate and exchange needs, all of which contribute to long-term partnerships. The question analyzed in this study is how real estate agents use digital tools in their daily work activities and the possible effects. Therefore, the purpose of this study is to analyze the impact of electronic technology marketing on customer loyalty in real estate business. The results show that digital marketing has a positive and significant impact on customer loyalty, and this impact is related to people's income [3].

Wu Qiang (2014) believes that the Internet + era has put forward new requirements for real estate marketing strategies. He pointed out that real estate companies face challenges in operation concepts, market segmentation and market promotion. In terms of operation concepts, the lack of virtualization experience leads to insufficient consumer trust. In terms of market segmentation, companies have failed to accurately position themselves, relying more on the intuition of decision makers and ignoring the characteristics of the Internet market. In terms of promotion strategy, traditional advertising models are not enough to attract consumers. Wu Qiang suggested that companies should innovate their operation concepts and use virtual technology to enhance the experience; combine network characteristics to segment the market, such as micro-platform marketing; and use viral marketing to expand influence and provide personalized services [5].

Presenting main material.

Problems in marketing channels of real estate enterprises.

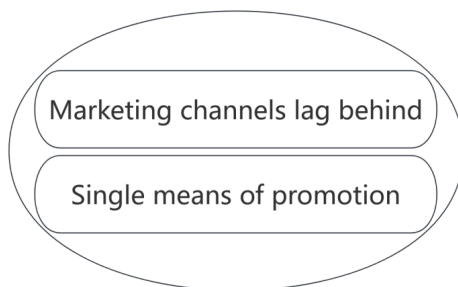


Fig. 1. Problems in marketing channels of real estate enterprises

Source: Compiled and constructed by the author

(1) **Marketing channels lag behind.** The current marketing channels face several key problems: first, enterprises over-rely on traditional publicity methods, failed to keep up with the pace of market development, resulting in single marketing channels, it is difficult to meet the diversified needs of modern consumers [11]. Secondly, relying on agents for sales leads to limited direct communication between enterprises and customers, which affects the depth and effect of customer relationships. In order to improve this situation, it is necessary to strengthen the construction of independent direct sales channels, and directly execute sales work through internal sales teams to improve customer experience and satisfaction. In addition, with the rise of new media, the influence of traditional media is gradually declining, so it is necessary to strengthen advertising on online platforms and improve the influence and coverage of advertising to adapt to the increasingly diversified media usage habits of consumers. Finally, the lack of comprehensive cross-channel integration strategy in current marketing activities leads to inconsistent marketing information transmission, which affects the consistency of brand image and the promotion of market influence. Therefore, it is necessary to implement a cross-channel integration strategy, combining traditional and emerging digital channels, to optimize resource allocation, improve market coverage and brand influence, so as to achieve sustainable competitive advantage in a highly competitive market [1].

(2) **Single means of promotion.** At present, the single means of promotion has become a significant problem, which is mainly manifested in two aspects. First of all, traditional marketing strategies rely too much on discount promotion and cannot meet the increasingly diversified needs of the market. More innovative promotion methods need to be introduced, such as cross-border cooperation and experiential marketing, so as to attract more consumers' attention and improve market performance and marketing effect [10]. Second, although there have been attempts in new media marketing, such as live streaming and influencer marketing, the tracking and evaluation of the effect of these new media marketing is not sufficient. In order to enhance market competitiveness, it is necessary to strengthen the management and optimization of new media marketing activities to ensure that these channels can effectively enhance brand awareness and market share.

In addition, the lack of personalized marketing strategy is also a problem that cannot be ignored. With the intensification of market competition, we must pay more attention to the individual differences and demand changes of consumers, and implement personalized marketing strategies. Through data analysis and market research, we can deeply understand the preferences, behaviors and motivations of target customers, and provide them with accurate promotion activities, customized service experience and personalized communication methods. This not only helps to build relationships with customers more effectively, but also increases brand awareness and reputation [12].

Given the deep attention and involvement of consumers in the home-buying decision-making process, personalized home-buying advice, customized property recommendations, and financial solutions should also be provided to enhance customer experience and satisfaction. This personalized marketing strategy can not only improve the purchase experience of customers, but also increase the success rate of transactions and the buyback rate of customers, bringing long-term healthy development of enterprises.

Problems of marketing service guarantee for real estate enterprises.

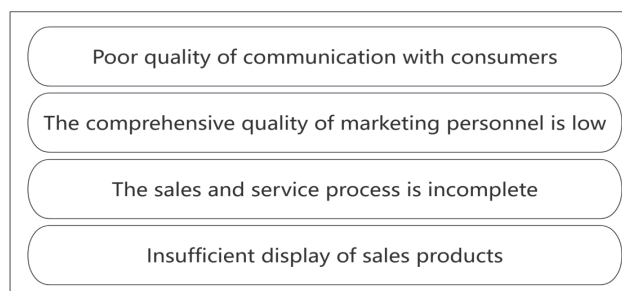


Fig. 2. Problems of marketing service guarantee for real estate enterprises

Source: Compiled and constructed by the author

(1) **Poor quality of communication with consumers.** Enterprises have significant problems in communicating with consumers, especially in the promotion of construction products and intelligent building products. Many potential consumers, especially the older group who are not familiar with online platforms, lack understanding of such products, mainly because of the shortcomings of enterprises in online marketing. Traditional marketing methods are still dominant and fail to take full advantage of the personalization and precision targeting capabilities offered by modern digital marketing tools, which limits the ability of companies to effectively expand their markets and engage their target customers [9]. At the same time, enterprises lack customized methods for different consumer groups in communication strategies, resulting in poor information transmission effect, affecting consumers' cognition and interest in products. In addition, another problem faced by enterprises is the simplification and limitation of communication channels. Over-reliance on traditional means of publicity, such as traditional media and exhibitions, has failed to follow up and adapt to consumers' increasingly diverse access to information and preferences. This limitation affects the quality and effectiveness of information exchange between

enterprises and potential customers, making it difficult for consumers to deeply understand product features and advantages, thus reducing the motivation and confidence of purchasing decisions. In addition, the poor quality of communication is also reflected in the company's handling of customer feedback. The lack of effective feedback mechanisms and the ability to respond quickly to customer needs makes consumers face insufficient information and opacity in the purchasing process, further reducing their satisfaction and loyalty [6]. These problems together affect the performance and brand image of enterprises in the market competition, and need to be solved by improving communication strategies and enhancing digital marketing capabilities to enhance customer experience and market competitiveness.

(2) The comprehensive quality of marketing personnel is low. There are great problems in the comprehensive quality of marketing personnel, and consumers are generally dissatisfied with their service level and professional quality. Although some marketers have certain professional knowledge, on the whole, their educational level is generally low, college degree or below accounts for a relatively high, which affects their ability to deeply understand and effectively promote products. The lack of in-depth research and detailed analysis of the product makes the marketing plan unconvincing, fails to effectively stimulate the desire of customers to buy, and easily leads to the loss of target customers, thus affecting the overall sales performance.

In addition, the lack of professional quality of marketing personnel is also reflected in their lack of awareness of the market and competitive environment. The lack of a deep understanding of competitors and industry trends leads to a lack of foresight and competitiveness in the selection and execution of marketing strategies. In addition, marketers' ability in customer communication and service also needs to be improved [8]. Their communication skills and customer relationship management ability affect customers' purchase experience and subsequent satisfaction, which in turn affects the long-term brand image and customer loyalty.

Therefore, improving the comprehensive quality of marketing personnel is the key to enterprises. Enhancing educational background, professional knowledge, learning the market and competitive environment, cultivating communication skills and customer service ability can improve professional level and work efficiency, and enhance market competitive advantage.

(3) The sales and service process is incomplete. Consumers are generally dissatisfied with the service process and service consciousness of enterprises, mainly reflected in the incomplete service process and insufficient service consciousness. First of all, the existing service process lacks systematic and comprehensive comprehensive services, and fails to meet the information needs of consumers from house purchase to decoration and then to stay. Consumers want to obtain more detailed and coherent service content, but the existing service model only provides scattered information and simple display, which can not effectively meet the diversified needs of consumers.

Secondly, enterprises generally have the problem of poor service awareness, over-emphasizing product quality and ignoring the importance of service [3]. In the actual service, the standardized service process has become loose and slack, resulting in the real estate consultants too mechanized the use of sales tactics when receiving customers, failing to truly understand and identify the needs and characteristics of different types of customers, and failing to provide personalized professional advice and services. Some real estate consultants lack sufficient service awareness and professionalism, which not only reduces customer satisfaction, but also directly affects the brand image and reputation of the enterprise.

In addition, there are problems of poor information transmission and imperfect feedback mechanism in the service process, and consumers often feel that the service is not timely and comprehensive, which affects their home purchase experience and subsequent loyalty. Enterprises need to pay attention to the comprehensiveness and consistency of services, strengthen the standardization and optimization of service processes, and cultivate the professional ability and service awareness of real estate consultants, so as to improve the overall service level, enhance customer satisfaction and loyalty, and thus enhance the competitiveness and market share of enterprises in the highly competitive market [7].

(4) Insufficient display of sales products. Consumers are generally dissatisfied with the marketing product display strategy of enterprises, which is mainly reflected in the old display way and the lack of innovation. First of all, the lack of innovation in the layout of the company, the lack of novel design and unique elements, resulting in the overall image of the sales department lack of personalized, difficult to distinguish from competitive real estate, thus affecting the customer's purchase decision and purchase experience. Should consider the introduction of more creative and personalized decorative elements, such as the use of VR virtual reality, holographic projection and other high-tech means, in order to enhance the image of the sales department, improve customer purchase experience, so as to enhance sales efficiency and competitiveness.

Secondly, the display area of the sales department is too small, and the variety of products displayed is not rich enough to fully meet the needs of consumers. The current display method is simple, lack of innovation and interaction, it is difficult to attract customers' attention and interest, making customers lack sufficient information support when choosing a property. The lack of innovation in sales department design, most of the designs are similar, which reduces the market competitiveness and attractiveness of the entire project. In addition, there is a lack of systematic and strategic planning in the marketing and display strategy of products, and they fail to make full use of modern technological means and digital tools, such as social media marketing and online display platforms, to expand sales channels and enhance the diversity and attractiveness of product displays [7]. This backward display strategy has affected the brand image of the enterprise

in the market and the stability of the market share, and it is necessary to improve the customer's home purchase experience and satisfaction through innovation and improvement to adapt to the rapidly changing market demand and the diversified needs of consumers.

Conclusions. The main marketing challenges faced by real estate companies include single channels and traditional promotion methods, which fail to adapt to market changes and are difficult to meet the needs of modern consumers. The low quality of marketing personnel and the lack of systematic and innovative services affect market competitiveness and brand image. Enterprises need to improve marketing strategies and service quality. First, strengthen independent direct sales channels, communicate directly with customers through internal sales teams, and improve customer experience and satisfaction. Increase new media advertising, use digital marketing tools, optimize cross-channel integration strategies, and improve market coverage and brand influence. Innovate promotion methods, combine cross-border cooperation and experience marketing, meet the diverse needs of the market, and optimize new media marketing management. In terms of service guarantee, improve the quality of communication with consumers, and use digital marketing tools to provide personalized services. Improve communication strategies, enhance feedback mechanisms and rapid response capabilities, and improve customer satisfaction and loyalty. Improve marketing personnel's professional knowledge and service capabilities through training, optimize service processes, provide systematic services, and ensure that consumers receive coherent information and professional support. Finally, innovate product display strategies and use high-tech means such as VR and holographic projection to enhance the image of sales offices and customer experience. Through systematic planning and modern technology, expand sales channels, enhance the attractiveness of product displays, and enhance corporate market competitiveness and brand influence. Through the above measures, real estate companies can gain sustained advantages and long-term development in market competition.

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ДИСКУСІЯ ПРО СУЧАСНИЙ СТАН МАРКЕТИНГОВОГО РОЗВИТКУ ПІДПРИЄМСТВ НЕРУХОМОСТІ

Анотація

Під дією подвійного впливу економічної ситуації та розвитку ринку нерухомості розвиток галузі нерухомості стає дедалі складнішим, а компанії, що займаються нерухомістю, стикаються з більшими проблемами виживання. У цій ситуації конкуренти в галузі прагнуть отримати частку ринку, щоб вижити, що робить конкуренцію в галузі нерухомості більш інтенсивною. З точки зору тенденції споживання житла, погана економічна ситуація призвела до зменшення доходів клієнтів, що купують житло, що, у свою чергу, зменшило наявні кошти та збільшило труднощі з придбанням житла. Крім того, спад на ринку нерухомості вплинув на вибірково-настрій клієнтів, і загальне бажання купувати знизилось. Купівельна поведінка клієнтів також більш раціональна, і вони більше звертають увагу на якість проєктів. Базуючись на наведеному вище, у цій статті обговорюється поточний статус продажів компаній, що займаються нерухомістю. Перш за все, відсталі маркетингові канали компанії та єдині методи просування обмежують її можливості розширення ринку. По-друге, з точки зору гарантії обслуговування, існують такі проблеми, як низька якість зв'язку зі споживачами, низька загальна якість маркетингового персоналу, незавершені процеси продажу та обслуговування, а також недостатнє відображення продукту, що мало вплив на підвищення рівня задоволеності клієнтів і корпоративної конкурентоспроможності. Таким чином, ріелторським компаніям рекомендується інновувати маркетингові канали та покращити можливості гарантування послуг, щоб адаптуватися до змін ринку та підвищити конкурентоспроможність.

Ключові слова: ріелторське підприємство, проблемне дослідження, стан нерухомості, маркетинговий канал, гарантія маркетингової послуги, маркетинг, маркетинговий менеджмент, кон'юнктура ринку, конкурентоспроможність послуг, маркетингові канали, маркетингова стратегія нерухомості.

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