

Research on Marketing Strategies of Real Estate Service in China in the Era of Big Data

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Abstract: Due to the progress of science and technology and the significant improvement of social productivity, on the one hand, industrial upgrading and professional development of production are accelerating day by day, and the service content of products, namely the service intensity of products, is increasing day by day. On the other hand, with the improvement of labor productivity, the market turns to a buyer's market, and with the improvement of income level, consumer demand gradually changes, and the level of demand also increases correspondingly, and expands in the direction of diversification [1]. In this case, in the real estate industry, service marketing becomes more and more important. However, the real estate industry as a whole still pays little attention to the service marketing, and the after-sales service of the real estate is not perfect, leading to the problems such as the non-standard real estate service and the lack of training of service personnel. Therefore, real estate developers should establish efficient and professional service centers, regularly carry out training for real estate sales personnel, and improve the level of pre-sale, in-sale and after-sales service. This paper will analyze the existing problems in the real estate industry, and put forward reasonable solutions to the corresponding problems. Through the in-depth study of China's real estate service marketing, it is beneficial to play the overall effect for the benefit of enterprises, and provide reference countermeasures for improving the overall market competitiveness of the real estate industry.

1. Introduction

With the development of science and technology and economy, consumers' demands have become more personalized and rational. In order to meet this increasingly diversified demand, many real estate developers pay more attention to real estate service marketing. The real estate service marketing strategy aims to bring profits to real estate developers by providing high-quality and professional services to meet the needs of customers. With the advent of the cloud era, big data plays a pivotal role. Big data often describes the amount of unstructured and semi-structured data that companies create. Companies use this data to develop new businesses and innovate their business models. With the concept of big data, enterprises' judgment of consumer behavior, prediction of product sales volume, accurate marketing scope and replenishment of inventory are all improved and optimized comprehensively. However, the impact of this high-tech product in the real estate industry is little known. The real estate industry plays an important role in the overall scale of China's economy. According to statistics, the sales volume of commercial housing has been on the rise for nearly 10 years, and it only fell back briefly from 2014 to 2015. From 2016 to 2017, there has been an explosive growth. Under the strict control of the government, the growth rate of the national commercial housing sales and area in 2017 decreased significantly ^[2]. Since February 2018, more than 80 Chinese cities have introduced purchase and loan restriction policies, gradually driving speculative demand out of the market. Market expectations are undergoing a huge change. Consumer demand for houses is becoming more diversified and personalized, and the growth rate of sales is gradually decreasing. In order to remain competitive in the future real estate industry, it has become a trend for real estate enterprises to seek new business models and attach importance to service marketing strategies.

With the continuous improvement and development of the market economy, the competition in the real estate industry becomes more and more fierce, which inevitably requires the real estate

developers to develop commercial houses of good quality, reasonable price and marketable as far as possible, so as to achieve good economic benefits. Therefore, developers should not only do a good job in the development work, but also study the real estate market, understand consumers' demands, and develop and sell products according to consumers' wishes. Therefore, the study of real estate market sales naturally becomes an important part of the development and operation of the real estate market. Zhong Tao (2013) pointed out that real estate marketing plays a very important role in the real estate industry, and developers need to implement whole-process service marketing, improve the quality of marketing service marketers, develop diversified service marketing mix strategies, and implement service marketing according to the life cycle of customer relations^[3]. Wang Guanyi (2017) proposed to use the big data platform to divide consumer groups and study consumers' consumption ability and habits, so as to make targeted marketing plans, reduce marketing costs and increase the profits of real estate developers^[4]. It can be seen that the analysis of the application of big data in real estate service marketing has become a research hotspot.

In big data environment, this paper adopts literature research, investigation, study and comparative analysis research of real estate service marketing present situation, existing problems and real estate companies how to reasonable use of big data tools to the service marketing innovation of real estate, hope for the future of China's real estate market prospects have further understanding.

2. Methodology

This paper studies the role of real estate service marketing under the background of big data by using literature research method, survey analysis method, comparative analysis method and case analysis method, so as to find out the existing problems in real estate service marketing and specific strategies to solve the real estate industry service marketing.

(1) Literature research method: refers to the method of collecting, identifying and sorting out literature, and forming a scientific understanding of facts through literature research^[5]. By consulting a large number of books, literatures and news on CNKI database, this paper defines the connotation and role of big data real estate service marketing, explores the current situation of existing real estate service marketing, and lays a theoretical foundation for the research. However, because most of the literature is secondary data, there is a certain deviation in the analysis results.

(2) Investigation and research method: Refers to a research method in which relevant materials are directly obtained and analyzed through investigation and understanding of objective conditions^[6]. Through the investigation of real estate sales companies and the data analysis of the report of China's real estate industry, this paper summarizes the problems existing in the service marketing of China's real estate industry and the causes of the problems, so as to put forward specific countermeasures to optimize the service marketing of real estate in the context of big data. Due to the epidemic situation, offline research and interviews are limited. The research data in this paper are mostly from authoritative data on the official website. Although the data are true and reliable, there is a lack of first-hand data analysis, which leads to certain one-sidedness of the research results.

(3) Contrastive analysis: It refers to an analysis method to understand the achievements and problems of economic activities by comparing objective things so as to understand the essence and laws of things and make correct evaluations^[7]. This paper makes a horizontal comparison between two companies, one adopting the big data service marketing model, and the other adopting the traditional method for real estate marketing, so as to analyze the role of big data in the real estate service marketing. Due to the small sample size, although the research results are highly targeted, their universality is poor.

3. Result

3.1 Current Situation of Real Estate Service Marketing in China

3.1.1 Real Estate Developers to Service Contempt

In recent years, property developers in cities have been eager to expand their scale and seek more profits due to policies friendly to the real estate industry. Therefore, the current real estate developers focus on bidding to buy land and cooperate with construction companies, but pay little attention to the real estate marketing services. The real estate service problems are becoming more and more serious. For example, the real estate developers pay little attention to the management training of service marketing personnel, the dishonest housing delivery period, the imperfect internal facilities and the unguaranteed after-sales service lead to the increasingly serious real estate service problems and the high complaint rate of customers. However, due to the excessive profits of the real estate industry and the demand of customers for buying houses, this problem has not caused a great negative impact on the profits of real estate developers, and real estate developers still ignore service marketing.

3.1.2 Imperfect after-Sales Service of Real Estate

Throughout the development of the real estate industry in recent years, it can be seen that due to the hot real estate industry, real estate developers are also facing fierce competition. In order to attract more customers, real estate agents increased advertising, launched different activities, expand the size of the marketing center. Many real estate developers will even make the sales department of diversification, novel. But at the end of the day, developers are just trying to attract more customers and boost sales. So when the customer bought the house, the real estate agent has achieved the purpose, the follow-up of a series of services do not pay attention to. In this case, most customers are faced with all kinds of after-sales problems, and different rights protection activities often occur in various places. However, due to the imperfection of relevant laws and the defects of contracts, many so-called rights protection activities did not have a direct impact on developers.

3.2 Problems Existing in China's Real Estate Service Marketing under the Context of Big Data

3.2.1 Real Estate Developers Do Not Attach Importance to Service Marketing

With the progress of science and technology and social productivity increased significantly, the market to a buyer's market, the consumer with the constant improvement of the income and consumption demand also gradually changed, and continued to develop in the direction of diversification demand level, so the service marketing has become an important link in industries, especially the need to focus on real estate industry. However, as a profit-making industry, customer complaints have little impact on the overall profits of real estate developers. Most real estate developers still do not enhance their awareness of service marketing, but still focus on commercial competition, buying land and building houses to attract customers and seek more profits. However, due to the improvement of consumers' awareness of service marketing and the increasingly fierce competition in the real estate industry, the real estate enterprises that ignore service marketing are likely to lose the market in the future.

3.2.2 The Real Estate Service is Not Standard

With the fierce competition in the real estate industry, many real estate companies have chosen internal reform and started to pay attention to the optimization and improvement of service marketing. In order to win business competition and attract more customers, real estate developers invest huge funds to build sales centers, making the appearance and naming of sales centers become diversified and innovative. However, this improvement only stays at the surface. In-depth investigation shows that most real estate developers have not formulated perfect management and service system, and marketing personnel only attach importance to excessive pursuit of performance and are not responsible for after-sales service, and there is an urgent need for improvement in uniform dress, service attitude and service knowledge and accomplishment. Therefore, the real estate service industry is still not standardized.

3.2.3 Lack of Training for Service Personnel

In recent years, although real estate developers have paid more attention to service marketing, there are still great defects in service marketing due to the non-standard management assessment system. Many new employees have been given the training after entering the company, but the experience and knowledge of each old employee are not at the same level, which leads to inconsistent and unprofessional services. Developers rarely carry out collective formal service etiquette training, even if it is carried out, but also for external publicity surface work, did not improve the overall service level of employees into effect.

4. Discussion

The optimization strategy of Real estate service marketing in China

4.1 Establish an Efficient and Professional Service Center

In order to attract buyers, developers have set up a variety of innovative sales centers, but the related service centers have been ignored. In order to give attention to both customers and after a series of service satisfaction, in the process of real estate developers should first build a specialized service center to deal with a series of problems, to ensure that customers have a problem or need service, can clear should go, find someone to solve, to avoid the unnecessary waste of time, do not agree and communication and so on a series of problems. In order not to turn the service center into a decoration and face project, the real estate developers should also standardize the service management regulations, do a good job in supervision and management, improve the efficiency of service management, to ensure that the reasonable needs of customers are met. Therefore, the construction of efficient and professional service center is the foundation to improve the real estate service industry.

4.2 Regular Professional Training for Real Estate Sales Personnel

With the improvement of the income level of consumers, the service experience of purchasing products is constantly enhanced, and the most direct contact with customers is the sales staff. Therefore, improving the quality of sales staff will have a significant positive impact on the promotion of service marketing. Real estate developers should invite well-known etiquette training and service management personnel to carry out professional training for sales center sales staff, and this training should be carried out regularly. After the training, the real estate agent should assess the sales staff, adopt the reward and punishment system to encourage the sales staff to pay attention to the service, and increase daily supervision to ensure the maximum training effect.

4.3 The Improvement of Pre-Sale, in-Sale and after-Sales Service

The real estate developers should first do a good job in market research and conduct a comprehensive analysis of consumer demand. Then developers should make targeted plans for building houses and a series of supporting facilities according to the survey report. At the same time, real estate developers should pay attention to the quality of building, safety and quality is a very important aspect for consumers. Secondly, the real estate developers to do good faith, to provide customers with true and reliable information, especially comprehensive and detailed introduction of the building information. Although customers have a clear understanding of the property information before the sale, and select the desired model, but the sale is the most critical step. In this process, the client and estate business will undertake direct communication. Real estate developers should ensure fairness and justice in house selection, transparency and openness in follow-up information and procedures, and strict protection of customer privacy. After-sales service can improve customer satisfaction, praise, can virtually bring positive publicity to the company's brand. In order to attract more potential customers, real estate companies have invested a lot of money in advertising, but if they can do a good job in after-sales service, it will bring positive impact and positive recognition to the company's subsequent development and sales of real estate.

5. Conclusion

Big data is having a huge impact on the future of the real estate industry, and real estate companies should take advantage of the disruptive changes this technology has brought to the industry to gain an advantageous position in the future business competition. Therefore, the application of big data in real estate service marketing has become a research hotspot. This paper will use literature research method, investigation research method, comparative analysis method. First of all, through the analysis of the current situation of service marketing in China's real estate industry, it is found that real estate still pays little attention to service marketing and the after-sales service of real estate is not perfect. Secondly, an in-depth analysis of the existing problems in the service marketing of China's real estate industry is presented as follows: non-standard real estate services, lack of training of service personnel, etc. Finally, Suggestions for improvement are put forward, mainly including: real estate developers should establish efficient and professional service centers, carry out regular training for real estate sales staff, and improve the pre-sale, in-sale and after-sale services.

Due to the lack of field research and consumer questionnaire survey in this paper, there is a lack of first-hand information, which leads to certain deviations in the research results. Future studies should select specific real estate companies as analysis cases, issue questionnaires to consumers or conduct on-the-spot interviews to obtain first-hand information, so as to make the analysis results more specific and targeted.

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