

Environmental issues in property marketing strategy

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Abstract

This study identified the current housing developer are facing difficulties to reach the target profit margin within the specific time frame due to the lack of environmental elements in marketing strategy as well as the strategic solutions through the internal design and external synthetic natural environmental facilities that can reach to the success point. As an effect half of the world's population now lives in the cities. By 2030, 60% of the world will reside in the urban areas and by 2050, the proportion is likely to reach 75%. Much of the urban growth will come from cities in Asia, especially China and India. Of the projected 5.3 billion urban populations in the developing world in 2050, Asia will host some 63% or 3.3 billion urban dwellers.

Keywords: Environmental issues, strategic marketing, target customers, synthetic natural environment, sustainable property business.

I. Introduction

This is the modern era many people reside in the cities all over the countries. Seetharam Kallidaikurichi & Belinda Yuen (2010) mentioned half the world's population now lives in the cities. By another 15 years, 60% of the world will reside in the urban areas and in 2050, the proportion is likely to reach 75%. Much of the urban growth will come from cities in Asia, especially China and India. Of the projected 5.3 billion urban population in the developing World in 2050, Asia will host some 63% or 3.3 billion urban dwellers. It is absolutely true that they are looking at the environment of their housing surrounding if the environment is healthy and natural most of them want to live in that area. Majority of the housing property business organizations are using this strategy to expand the business in the market of properties. The attractive sounds are garden city, park city, olive city, green city and so one are using as a strategic marketing to catch the customers.

Even some of the housing property organizations are highlighting the both internal and external environment to achieve the business goal. as a result the people who lives in the city they are enjoying with minimum natural environment. It is a great responsibility for the property business organizations to save both property and natural environment. Diane Gow McDilda (2007) mention that the live be a set of principles that instruct them not to kill the trees and animals to protect the natural environment. The natural trees protect the air quality and it has been an issue dating back to medieval times, when coal-burning furnaces choked peoples lungs. In recent decades, the quality of the outside air arose as a concern, but now indoor air pollution is becoming more of a problems as well. Now if we would like to be an healthy internal environmental then we must to save the external natural environment. So the property developers can matched with the environment of surrounding, then the marketing department can use the environmental issue as their marketing strategy to achieve the business goals. It is also our aim that, we develop to bring a better life and vitality with homes that not only meet the practical needs of our customers but also that harmonise with the internal and external environment can provides safety, security and peaceful mind of our next generations, this are the impact of environmental big issues and all can be the strategy of sustainable marketing (Karna, J. 2003; Melchert, L. 2007; J, Hox, 2002).

II. Research Problem

The current housing developer are facing difficulties to reach the target profit margin within the specific time frame due to the lack of environmental elements in marketing strategy. The majority of the property business having lack of green environment, standard size of swimming pool, the sky views, fresh air, secure surrounding of house by securities in strategic marketing. The external green environmental and internal designing are the biggest barrier to achieve the business goals in the current housing property market (HDFC Annual report 2012).

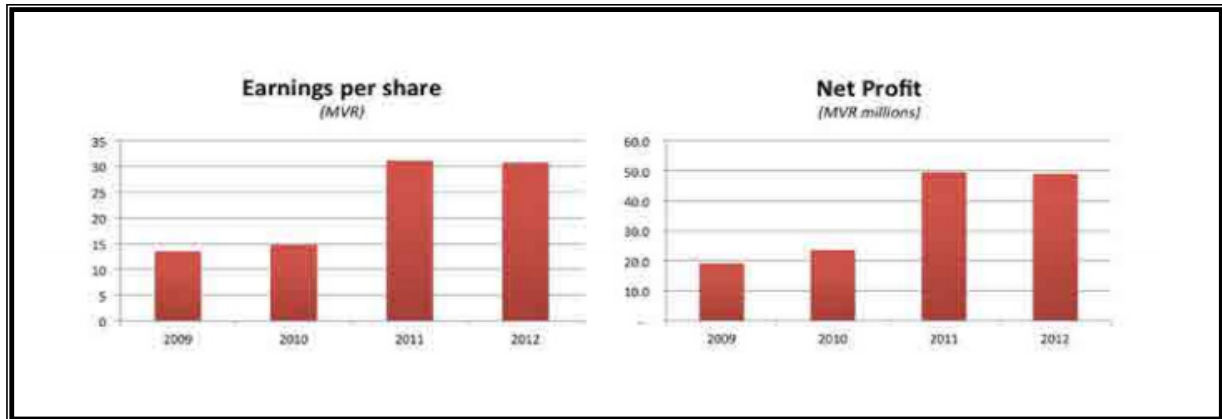


Figure 1 . Cannot reach to the target profit margin.
 Source: HDFC Annual report (2012)

- **How to achieve the target goals**

Those developers are practicing the environmental elements in marketing strategy they are comparatively getting more profit than less practicing environmental issues in marketing strategy. Many researcher found less environmental elements applied in marketing strategy has direct unkind impact on sale and sale volume effected on profit or loss (A, Hamid 2012; O, Eric 2012; T, Prato 2011; W,W, Chih 2003; M, Iman 2008). They shows in their research, how does the environmental element works to achieve the target sales. On the other hand, less or non-practicing the environmental element in project either less buyer and no sale as a result loss project or less profit in this business.

It is very cleared to all of us that, why the housing industries facing difficulties to achieve the target profit margin in the specific time frame. This is because mater of imbalanced in both, synthetic natural green environmental elements and strategic marketing are not functioning simultaneously as a consequence the housing industries are having difficulties to achieve the target goals (Property Group Berhad 2012).

The annual report of Property Group Berhad shows they miss the target profit margin in the year of 2012 compare to year 2011.

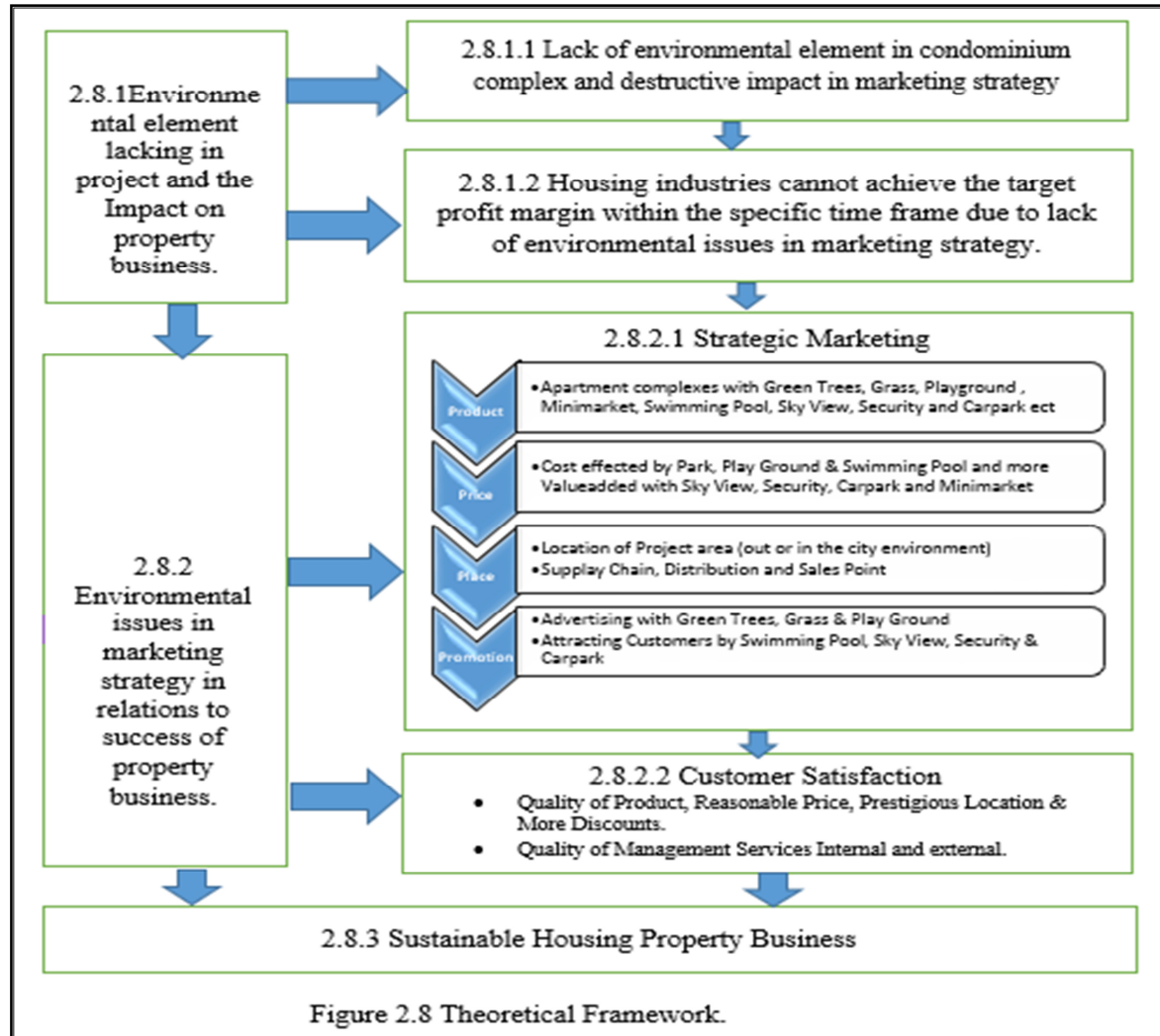
STATEMENTS OF COMPREHENSIVE INCOME					
FOR THE YEAR ENDED 31 DECEMBER 2012					
	Note	Group		Company	
		2012	2011	2012	2011
		RM'000	RM'000	RM'000	RM'000
Continuing operations					
Revenue	19	211,612	132,543	8,020	14,932
Cost of sales	20	(161,835)	(76,982)	-	-
Gross profit		49,777	55,561	8,020	14,932

Table 1. Having difficulty to achieve the target goals
 Source: (Annual report of Property Group Berhad 2012).

The statement table shows the property group faced difficulties to achieve the target goals in compare to year 2011 and 2012 is very low profit because low volume of sale the question is why less sale. O, Eric 2012; and M, Laurie 2008; mentioned the reason are less application of natural green environmental element in marketing strategy and all most all the customers are like to live with green and healthy environment (A, Hamid 2012).

III. Theoretical Framework

The housing developers can achieve the target profit margin within the specific time frame through the environmental issues in strategic marketing and planning to satisfy the target customers. As a consequence the housing developer shall get a sustainable property business in the modern market.



The strategic marketing frame work is strongly combined between environmental issues in marketing strategy. Also it will show how they work together with strong interdependent relations in reality the mutual relationship between environmental issues in marketing strategy. Under correlation, the direction and magnitude of the relationship between two variables is measured. But it is not possible to make the best estimate of the value of a dependent variable on the basis of the given value of the independent variable by correlation analysis. Therefore, to make the best estimates and future estimation, the study of regression analysis is very important and useful. The strategic marketing is having four elements are dependent variable on environmental issues like green environment, swimming pool, blue sky views and air quality etc (Jain, 2007).

IV. Environmental Impact in property business

The strategic marketing policies and processes of sale a product to the target customer and satisfaction is an art of strategic marketing in relation to build a positive image of an organization to achieved the target goals with a long term business. Normally the long term business having sustainability in the market and the sustainable business is totally based on strategic marketing policy. In a property market the synthetic natural green

environmental elements are playing an important proactive role for a profitable property business (Anne Frej 2003).

Natural green environment can provide a strategic marketing security for housing properties business. In the modern days many people are well educated and most of them are living in the cities because of job opportunities and better earning facilities and so on. Due to the job or income facility they must need to stay in the cities with healthy environment. That is why, the Seri Riana Residence has designed the environment with synthetic beautiful natural environment external to achieve the business goals and their marketing strategic are showing the green environment to magnetize the educated and high level of income people as a consumers. For example: the photos are below (Seri Riana Residence 2013).



Figure 2 : Shows 121,968 sf Parkland, lake, swimming pool and bridge.

Source: (Seri Riana Residence, 2013).

V. Environmental issues in property Marketing Strategy

The strategic marketing is a successful art to win the goal of a follower organization with specifying the target market to catch the target customers by specific information and providing the perfect need for client. The primary purpose of a marketing strategy is to effectively allocate and coordinate marketing resources and activities to accomplish the firm's objectives within a specific product market. Therefore decisions about the scope of a marketing strategy involve specifying the target-market segment(s) to be pursued and the product line to be offered. Then, firms seek a competitive advantage and synergy, planning a well integrated program of marketing mix elements (W. B. Larreche, 1992).

The strategic marketing means looking at the whole of a company's portfolio of products and markets, and managing the portfolio to achieve the company's overall goals. A marketing strategy consists of an internationally integrated but externally focused set of choices about the organisation addresses its customers in the context of a competitive environment (Bradley, (2003).

A synthetic natural green environment is the environment in nature but setup by human plane. Actually it is design according to the spaces such as top of the car park building. Normally they setup the soil for green carpet grass or trees that looks nice and it can keep the environment cold. Most of the project design with swimming pool, garden, children playground, park etc. so thesis are the strategic marketing issues to influence the target customers. (A. Kerin, 2012).

The strategic marketing is strongly combined with natural green environmental issues. Also it will show how they works together with strong interdependent relations in reality the mutual relationship between environmental issues in marketing strategy. It makes the best estimate of the value of a dependent variable on the basis of the given value of the independent variable by correlation analysis. Therefore, to make the best estimates and future estimation, the study of regression analysis is very important and useful. The strategic marketing is having four elements are dependent variable on environmental issues like green environment, swimming pool, sky views and air quality, playground and security (Jain, 2007).



Figure 2.8.2.1 Property Strategic Marketing
Source: (Peter Reed, 2005).

The strategic marketing elements are four P's call Product, Price, and Promotion. All elements are depending on environmental issue to reach to the targeted customer to success the property business. This strategic marketing frame work will show how the product, price, place and promotions are totally dependent on environmental issues and the customer's behavior on environmental issue with the marketing and the influence to purchase (P, Reed 2005).

VI. Target customers and satisfaction

The target customer is the main heart of the housing property business. The target is the most specific from the herd to catch the perfect one. To accomplish the target consumer is not too simple to do as a consequently property business must be having a strategic plan and perfect practice in the modern challenging market. The luxury condominium in Malaysia is very expensive for the mid level income people in the society one the other hand the high level income people is very few hence that, the property industry should look at the foreign high level income people to be the target customers. The tourism ministry of Malaysia gives the opportunity for foreign people to stay in Malaysia under MM2H programme. That is why the foreign people comes to stay in Malaysia and they buy the luxury unites at the condominium it brings both foreign investment and the qualified

people in this country at the same times the housing industry got the high profit and government also got the high income tax (S. Moore, 2004).

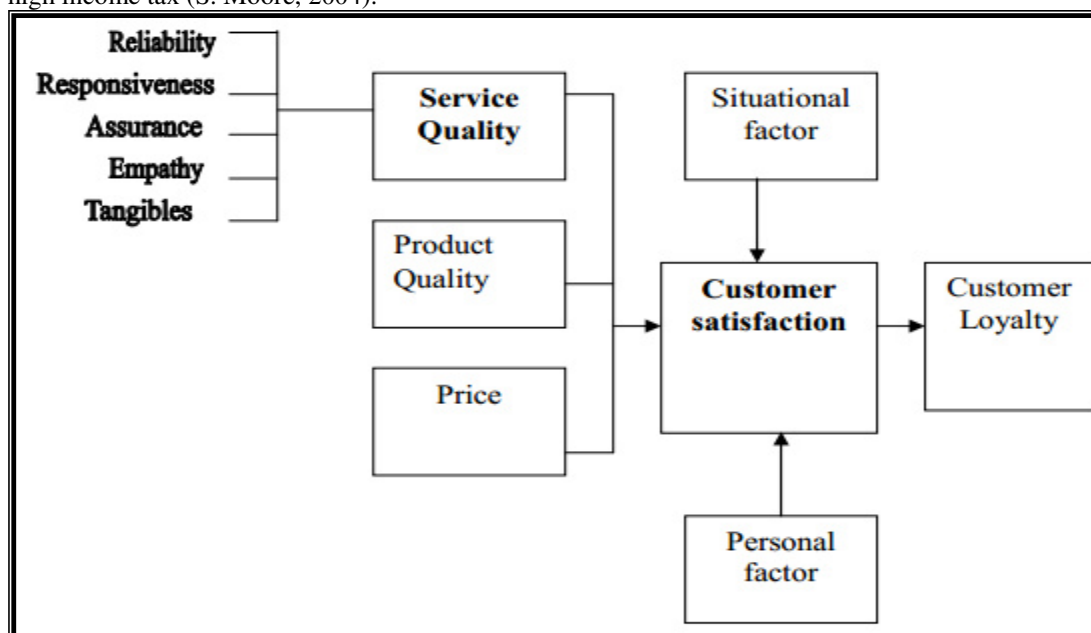


Figure 2.8.2.3 (v) Model of Link between Satisfaction and Value

Source: (Jenet Manyi Agbor (2011)

VII. Sustainable property business

The sustainable property business is strongly depending on environmental issues in strategic marketing and the property marketing is being highly successful when associated with synthetic natural green environmental facilities. The modern developers must invest a big portion in synthetic natural green environmental facilities to enhance not only beauty of property but also create a basic necessity of human healthy environment at apartment complex. As a consequence, the modern educated, high and mid-level income group of people must pay the attention on beauty and healthy environment. Therefore, most probably the developers will get the target customers, sales and profit within the time frame. The customer satisfaction is one of the most important part to get a sustainable property business in a long rung. The previous research proved once the customers are highly satisfy on the product and services as a result the housing business must be affect positively. The customer satisfaction build up an image for developers among the existing and potential customers to establish a sustainable property business in the modern property market. Currently in Malaysia many housing developers are practicing to show customers green environmental facilities and satisfaction based on demand. Jim Blythe and Peter Reed (2005), mentioned supply on demand can create a sustainable any business. So, the housing property can be a sustainable business in the modern property market based on customers demand and satisfaction (Miller, N.G. and Markosyan, S, 2003; Tom Kauko, 2010; Kotler, Philip 2003).

Can synthetic natural environmental issues in strategic marketing provide a sustainable housing property business security system for a long terms in the modern world. The modern world is the world of educated and high / mid level income group of people at any part of the globe. The natural environmental issues are able to create a strategic marketing not only for housing but also land property in the modern property business market . Such as most of the famous condominiums in Kuala Lumpur, they created a synthetic natural environment to obtain the rich and educated people who has the luxury choose to be an owner of this housing property. As result of the synthetic natural environment is successfully got the targeted customers to succeed the property business in the property market. It has to be mention that, the surrounding of housing with natural environment is more expensive than the surrounding of housing without the natural environment. So, the natural environmental issue is the key of succeed for property business and we may illustrate that, the natural

environmental issues are able to create a successful strategic marketing for the sustainable housing property business security system (Tom Kauko, 2010).

The property business will be a sustainable business when the developers will be able to meet the customers' requirements such as living place, location, design and layout, type of unit, building size, the number of bedrooms, amenities, environmental facilities, swimming pool, sky view, density, developer's reputation, promotional effort, reasonable price, security, and convenience (Chua, 1988; Hasmah and Ariffian, 2000; Wong, 2001; Chau *et al*, 2002; Chau *et al*, 2004).

The environmental issues in marketing strategy to magnify target customer to achieve the target profit within the specific time and creating potential customer for long run housing business. It is extremely necessary for existing and future developers to get a sustainable housing business. In these circumstances the existing developers have to practice environmental issues in marketing strategy to find the new customers to achieve the goals in the property market. Therefore, the strategic marketing elements will show it magnify the existing and potential customers from the market. The critical research and development on strategic marketing elements are the important explanation of the factors such as Product, Price, Place and Promotion of the property business (Jim Blythe and Peter Reed 2005).

Some of the current developers are reached to the target profit due to the environmental element practices in the marketing strategy. Such as Riana Green East is a leasehold condominium located at Jalan 34/26, Wangsa Maju, 53300 Kuala Lumpur, Malaysia. Currently no units are **available for purchase** while the rest of the development is expected to be completed in 2011. There are 391 units housed within 3 blocks of 26 stories each for phase 1. The built up size is from 790 to 4,625 sqft per unit. Facilities provided are swimming pools, Jacuzzi, sun decks, tennis court, squash court, games room, gymnasium, playground, sauna, barbecue pit, multi-purpose hall, meditation pavilion, kindergarten, launderette, covered car park and 24 hours security. There are a few schools in the area such as SK Wangsa Maju Zon R10, SMK Taman Sri Rampai and SK Taman Sri Rampai. Other amenities nearby that are about 10 to 15 minutes of walking such as Carrefour Wangsa Maju and Wangsa Walk respectively. Riana Green East is about 5 minutes from SPRINT highway (PropertyGuru.com, 2013; Miller, N.G. and Markosyan, S, 2003).

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