

Green Marketing Strategy Analysis of Real Estate Based on Low-Carbon Economy

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Abstract

The low-carbon economy based on "low energy consumption, low pollution, and low-emissions" has become the world's emerging economic development model; the select of "low-carbon lifestyle, low-carbon consumption" has become a fashionable topic of the moment, and looking for low-carbon economic opportunities is becoming new thinking of entrepreneurs, low-carbon property will become the new engine of real estate development. This article based on "4Ps" theory as the research framework and combined real estate green marketing with low-carbon economy, explored the real estate portfolio of green marketing strategies, such as green residential development, green brand, green pricing and green promotion and so on. On the background of low-carbon economy real estate development companies must take the road of green marketing to achieve the right of sustainable development.

Keywords: Low-carbon economy, Real estate, Green marketing strategies

1. Introduction

Global warming poses a severe challenge to human survival and development. As the global population and growing economic scale, people know constantly environmental problems caused by energy use. People are realizing through the low-carbon economy and low-carbon lifestyle to achieve sustainable social development. Response to global warming, the development of low-carbon economy has become a thing related to each country and region on earth and about every thing. Energy saving, promoting a low carbon economy, it is a critical program to solve global warming, which is also important means to practice the scientific concept of development.

Low-carbon economy is based on low energy consumption, low pollution, and low-emission economic model, which is another major and progress following the agricultural civilization and industrial civilization of human society. Low-carbon economy is energy real efficient use, clean energy development, the pursuit of green GDP, the core of which is the innovation of energy technologies and emission reduction, industrial and institutional innovation and fundamental change of the concept of human survival and development.

The enterprise marketing concept, methods and means profound changes have taken place in low-carbon economy era. Effectively green marketing in the low-carbon economic environment, green marketing and traditional marketing well be integrated, reducing carbon emissions, that become a key to the success of corporate marketing to obtain the economic benefits with taking into account the social and ecological benefits and to meet the development needs of low-carbon economy era.

Green marketing is a real estate development in harmony with nature for the purpose of ecological stability, by means of a series of green marketing mix to meet the green consumer demand for green homes in order to achieve social benefits, consumer benefits and business effective, and ultimately the sustainable development of man and nature as a whole.

2. Major factor of green home consumer behavior

2.1 Personal factors

Income is the actual important constraints of purchase select. As green residential pricing, environment costs should incorporate incur, or the introduction of new technology, new materials, the price is relatively high. Many home buyers do not care about the environment, but the limited income, when making the actual purchase decisions, pragmatism will prevail. Study results of Don Coursey from the University of Chicago showed that in the affected factors of green consumption, the income is the most important factor. Once the per capita monthly income exceeds 5,000 U.S. dollars, people will spend money on improving the environment and green consumption.

Scholars of China have the same conclusion. A survey in Beijing showed that monthly household income less than 1,000 Yuan, people generally do not accept the green house 5% premium. When a family monthly income exceeds 8,000 Yuan, more than 100% of people bought green product, their buying behavior clearly shows the characteristics of dark green buyers.

Level of education has a tremendous impact on human behavior. In general, well-educated people can correctly understand the relationship between human beings and the environment, more social responsibilities, more receptive to the concept of green consumption. Foreign research results also show that young, well-educated, politically more liberal than other groups of people more concerned about the environment. Our study also shows that the highest level of education of a group of buyers accept a premium for green residential strongest and are most satisfied with the previous purchase price of green house.

Personality factors can also affect the buyers of the green consumer attitudes and actions. A person's personality type can be divided into internal control and external control type. External control type of people believes in fate or luck, but the internal-control people believe they can master more control. In the interest of ecological issues, internal control-oriented buyers may be positive view of the green lifestyle, and thus more likely to buy green house. In contrast, external control type faces environmental issues negative and they think they were buying a green home or not do not help the overall improvement of the environment.

2.2 Psychological factors

Consumption of green home buyers due to the motivation seeking quality of life, when home buyers met the basic physiological needs, they began to look beyond "material" life, to a better quality of life, concerned about the survival of our planet, care human relations and nature of the sustainable, coordinated development. Study has a great impact on strengthening the production of green consumer behavior. It created awareness of green consumption and green consumption, practical action, mainly from the following three aspects: First, the growing environmental problems harm the people's normal life, attracted close attention; Second, the popularization of environmental knowledge, the whole society on the environmental movement to promote and enhance the home buyers in the quality of environmental protection. Third, buyers of personal experience, the accumulation of green consumption, and feel the benefits of green consumption from their own community. Such as buyers began to try a green house, there will have to strengthen the role of good results, and enhance their good will and confidence of the green house, and then may expand the scope of green consumption, such as buying energy-efficient appliances, green furniture, or recommend to others the green house.

Complex relationship exists between people's attitudes and behavior of green consumption. Attitude is a person of certain things or ideas of good and bad long-held understanding of the evaluation, emotional feelings and behavioral tendencies. German scholars of Pakistan have added that for buyers the level of awareness of environmental issues will affect his attitude to environmental protection, the attitude of environmental protection will affect the attitude of his green lifestyle, people with the positive attitude of green lifestyle will involved in the purchase of green products and consumption activities. But we often find that a positive attitude does not mean that positive action. In terms of psychology, it is related to the formation of attitudes. There are two cases in the attitude formation process, one is buyers general received view of the publicity, causing a change of attitude on the environment; the other is the buyers have deeper level thinking on the question of publicity related to the details, and then form a new attitude. This is the attitude of the formation of two ways of which the latter is stronger, and more likely to guide behavior choices. Therefore, the enterprises in the information and communication need to provide details on the green house and green residential construction process information, to promote production of consumer behavior.

3. Green Real Estate Marketing Strategy in low carbon Economy

3.1 Product Strategy - development of green house

"Green house" is not generally considered a good green home, green rate higher is actually one aspect of the "green house" content. Green residential real estate is not simply such promotional signs as green, environmental protection, ecological. Ministries of expert review of "building green residential area essentials and technical lead" make clear the implementation objectives: "to promote and improve the ecological environment construction of residential housing industry level as the overall objective, residential area as the carrier, and comprehensively improve living quarter's economic and environmental benefits of integration. "Therefore, the true" green home "meaning is comprehensive, three-dimensional environmental protection projects. It represents a multi-function, high technology environment, but the building of sustainable development, and residential buildings is in so symbiotic harmony that the regional system is in natural state of balance. It shows that green housing is guided by the sustainable development to seek the harmony between man, natural and architecture,

which is "people-oriented" basis, using natural and artificial means to create a conducive to people comfortable and healthy living environment, but also control with the use of natural resources, to achieve the natural balance between the request and return.

3.2 Pricing Strategy - the implementation of green pricing

The reason why green house is different from ordinary residential housing is the biggest characteristic of its resource conservation, small environmental impact, healthy and comfortable. So, on the one hand, the development of green housing costs are more than the average residential development costs, compared with ordinary residential, which must have its cost over the green; the other hand, the green house with a value of some inevitable higher than the average house, it is compared with the average house will certainly have their value over the green. Therefore, green pricing, green housing should be integrated with the cost and value.

Because of its specificity cost and value, the pricing on the green house is composed of the average price and overflow price reflected in the composition of house costs as green and green values.

According to theory of value, green home prices fluctuating around the value, where the value of green house can be divided into two parts, part one is the basis of domestic prices, the other is that overflows with green house price correspond.

3.3 channel strategy - green distribution channels

Green house distribution channels, also known as green house distribution channels or distribution channels, is the green house from the developer transferred to the hands of consumers through the hands of the implementation by a number of different functions with different names of the brokers connected together to form the channel.

As direct marketing channels and indirect channels of advantages and disadvantages co-exist, in actual operation there are problems in real estate developers and brokers, so the industry discover explore a third channel, such as joint integrated sales, namely, real estate developers pay large interest on sales and investment intermediaries will give their strengths on the sale of properties throughout the depth of planning, optimize marketing channels to establish the joint integrated marketing channels to focus on developers and intermediate commercial advantage, to avoid simple direct marketing and indirect marketing. Its success operation key is sincerity of developers and brokers, benefit sharing, and rely on middlemen superb professionalism and excellent work ethic.

3.4 Promotion Strategy-green advertising promotions

As society advances of material civilization and spiritual civilization, people have begun to pursue higher living environment and quality of life. Green demand further became the focus of people's lives requirements, and green house became the preferred consumer products. An effective means of green marketing for real estate to implement is to use green advertising. Green Advertising is residential real estate developers around the development of the ecological environment, green areas, the real estate functions, features to design brand image advertising, which is aimed at promoting sales of the green district for the purpose to enhance the competitiveness of enterprises.

Peace and development are the trend of the world .Residential housing as a place for human survival and should select sustainable development. Real estate development enterprises should choose building address, building materials and construction methods from the perspective of sustainable development to make human living environment more beautiful, more comfortable. The rapid development of China's real estate industry, while promoting the country's rapid and sustained development of national economy, but on the other hand had a negative impact on the environment. And with the higher economic level people began to pursue the improvement of health and comfort of green homes, these make the real estate business begin to develop in the direction of green marketing .

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