

Expanding Marketing Place and Branding Promotion Strategy of Singfujia Real Estate

Lin-Chin Lin
*Department of Business
Administration
Kun Shan University
Tainan, Taiwan*

Meng Han Wang
*Department of Business
Administration
Kun Shan University
Tainan, Taiwan*

Benson Kosasih Ng
*Department of Business
Administration
Kun Shan University
Tainan, Taiwan*

Abstract— *This case study explores the relationships between the marketing place and branding promotion strategy of Singfujia Real Estate. Building strong brands is one of the most important goals of product and brand management (Esch, Langner, Schmitt, & Geus, 2006). The research conducted in qualitative study applying in interview with the manager and the employees of the Singfujia Real Estate. The result shows that the company can create advantage by adopting strategies marketing, customer satisfaction also can be capture by using 7Ps model, company can optimize the brand through promotion and place marketing.*

Keywords: *branding promotion, marketing place, brand management, integrated marketing, brand sales*

I. INTRODUCTION

Nowadays, the demand for shelter and housing are increasing, therefore real estate has become a more developing business. Real estate is a property made up of land and the buildings on it, as well as the natural resources of the land, including uncultivated flora and fauna, farmed crops and livestock, water and mineral deposits [1]. Real estate is real – that is, tangible – property made up of land as well as anything on it, including buildings, flora and fauna, and natural resources. Real estate has four basic categories, such as residential, commercial, industrial, and land.

Residential real estate includes both new construction and resale homes. The most common category is single-family homes. There are also condominiums, co-ops, townhouses, duplexes, triple-deckers, high-value homes, multi-generational and vacation homes. Commercial real estate includes nonresidential structures such as shopping centers and strip malls, medical and educational buildings, hotels, office buildings, warehouses, and retail buildings. These buildings may be free standing or in shopping malls. Industrial real estate includes factories, business parks, mines, and farms. These properties are usually larger in size and locations may include access to transportation hubs such as rail lines and harbors. Land

includes vacant land, ranches. The subcategories within vacant land include undeveloped, early development or reuse, subdivision and site assembly.

Unlike other investments, real estate is dramatically affected by its surroundings and immediate geographic area. Hence the well-known real-estate maxim “location, location, location.” Except for a severe national recession or depression, residential real estate values, in particular, are affected primarily by local factors. Such factors include the area’s employment rate, the local economy, crime rates, transportation facilities, quality of schools, municipal services, and property taxes.

Real estate development, or property development, is a business process, encompassing activities that range from the renovation and re-lease of existing buildings to the purchase of raw land and the sale of developed land or parcels to others. Real estate developers are the people and companies who coordinate all of these activities, converting ideas from paper to real property [2].

A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor, branding is the identity of a product or service. It’s the name, the logo, the design, or a combination of those that people use to identify, and differentiate, what they’re about to buy [3]. A good brand should deliver a clear message, provide credibility, connect with customers emotionally, motivate the buyer, and create user loyalty (Dietrich, Gini). Consumption choices such as particular brands enable consumers to experience meaningful brand relationships ([4]; Brown, Kozinets, & Sherry, 2003; Fournier, 1998; Morandin et al., 2013; Schau et al., 2009). Consumer interests specific possessions or brands enable consumers to construct a particular sense of identity (Ahuvia, 2005; Belk, 1988, 2013; Firat, Dholakia, & Venkatesh, 1995; Hamouda & Gharbi, 2013; Healy & McDonagh, 2013; Levy, 1959; Schau & Gilly, 2003; Schembri, 2009; Schroeder, 2009) and tell stories about

their consumer experience of that product or brand [5]; [6]; [7]; [8]; [9].

Places must attract stakeholders, such as residents, business owners, and tourists [10]. Strategic place-promotion practices are one mechanism for doing this [11].

Singfujia Realty Inc is a company that has been operating real estate business for 14 years. The company owns 13 branch offices, a land office, a construction company, a repair company and a consignment company. From the horizontal integration to the vertical integration. Supply chain conformity let the company become the best real estate business company in Tainan. Highly focusing on professional brand name has let SINGFUJIA becoming a well-known brand through out Tainan. SINGFUJIA continually keep expanding its market share in Taiwan and its franchise brand value. Over the past 13 years, the company has served more than 14,000 families.

“SINGFUJIA” means “happy home” in Chinese.

We believe that our sincerity can touch people, so “happiness starts from home” is not only our brand slogan, but also the purpose of our company. SINGFUJIA provide customers warm and quiet environment. Just like you are at home. All of our team members are full of passion, ambition and potential. We will give our customers the best service. Also, we have professional systems to provide customers with safe, honest, and reliable cooperation.

SINGFUJIA’s business philosophy is “high quality and efficient service”. Ensuring the spirit of “quality service” can be implemented in every aspect of procedures. SINGFUJIA has the confidence that we can facilitate our customers to communicate with each other by standardize quality service, agents around Tainan and enjoy the best property buying/selling experience and professional services. For the future, we have a deeper expectation “create and move forward”, which means to create a new world, move forward, regard people as the base, serve the masses and repay the society.



Figure 1.1: Singfujia Realty Inc.



Figure 1.2: Singfujia Property Services

The focus of this study aims to identify the factors and strategies which lead Singfujia real estate to create their advantage from the market place. To identify this focus, this paper will have to understand these questions:

1. How can Singfujia create their advantage from the branding and market place?
2. What strategies are use to create their advantage?

II. LITERATURE REVIEW

A. Marketing

Marketing is defined by the American Marketing Association as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” Marketing refers to activities undertaken by a company to promote the buying or selling of a product or service, marketing includes advertising, selling, and delivering products to consumers or other businesses [12]. Marketing is the study and management of exchange relationships, is the business process of creating relationships with and satisfying customers [13]. The evolution of marketing has shifted from a transaction orientation to a relational approach into many to-many networks (Gummesson, 2002).

Marketing is bringing a product to market, which includes market research, market targeting and market segmentation, pricing and promotion strategies. There are 7Ps that are involved in the marketing of good or service, they are the product, price, place, promotion, people, process and physical evidence (Armstrong & Kotler, 2013).

Product – Product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be tangible or intangible as it can be in the form of services or goods.

Price – The price of the product is basically the amount that a customer pays for to enjoy it. Adjusting the price of the product has a big impact on the entire marketing strategy as well as greatly affecting the sales and demand of the product.

Place – Placement or distribution is a very important part. You have to position and distribute the product in a place that is accessible to potential buyers. There are many distribution strategies, including intensive distribution, exclusive distribution, selective distribution, and franchising.

Promotion – Promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements like sales organization, public relations, advertising, and sales promotion. Advertising typically covers communication methods that are paid for like the television advertisements, internet advertisements, etc. Public relation are communications that are typically not paid for. These includes press releases, exhibitions, sponsorship deals, etc.

People – Thorough research is important to discover whether there are enough people in your target market that is in demand for certain types of products and services. The company's employees are important in marketing because they are the ones who deliver the service.

Process – The system and processes of the organization affect the execution of the service. Company has to make sure that they have a well-tailored process in place to minimize costs.

Physical Evidence – In the service industries, there should be physical evidence that the service was delivered. Additionally, physical evidence pertains also to how a business and its products are perceived in the marketplace.

B. Place Marketing

Place marketing also referred to promotion of a particular place that the struggle for preference is only for the products and services, places –generally speaking including here villages, cities, counties, regions and nations-try to attract tourists, companies and investors to shape a policy for their inhabitants in order to build and provide them a viable community [14]. It is widely accepted that the way a place is perceived may constitute the critical difference between failure and success in the business environment. Place branding is the strategic development and implementation of practices and policies meant to increase competitive advantage in various sectors (tourist,

residential, business) by focusing on economic and sociopolitical place attributes [15]. Place brands encompass visual, verbal, and behavioral attributes that help stakeholders to socially construct an image, place branding is about identity creation and image management [16].

C. Brand Promotion

Brand promotion is one of the element in marketing which is designed to inform, remind, persuade, and influence the customers so that they purchase the brands of the advertiser Rajagopal [17]. Brand communities have powerful cultures reinforced with rituals, traditions and complex behaviors [18]; Schroeder & SalzerMörling, 2006). Brand communities can be offline, online or both. The various forms of social media where brand communities form are classified by social presentation/self-disclosure and social presence/media richness [19]. Community becomes a meaningful experiential space, whereby the community members are curators of the brand and generators of online brand culture [20]. There are three objectives of promotion. These are: To present information to consumers and others, to increase demand, to differentiate a product [21].

D. Brand Management

Brand management is a function of marketing that uses special techniques in order to increase the perceived value of a product, brand management enables the price of products to grow and builds loyal customers through positive associations and images or a strong awareness of the brand [22]. Managers are increasingly concerned with how to best engage customers in order to develop favourable customer experiences. These experiences are essential in building sustainable differentiation [23] and create a long-term relationship between the brand and the customers (Rose, Hair, & Clark, 2010). Brand communities have powerful cultures reinforced with rituals, traditions and complex behaviors ([18]; Schroeder & SalzerMörling, 2006). Consumption choices such as particular brands enable consumers to experience meaningful brand relationships [4].

E. Integrated Marketing

Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer [24].

Consumers act and interact via social media networks and online brand communities, collectively generating brand culture in this context [20].

III. METHODOLOGY

This research focus on expanding marketing place and branding promotion of Singfujia Real Estate. The study conducted in qualitative settings with the manager and employees of Singfujia Real Estate. The reason to do this approach is to understand the advantage the company get from relationship between the marketing place and branding promotion.

A. Data Collection Methods

1. In-Depth Interview

Depth or in-depth interview is a qualitative research technique which is used to conduct intensive individual interviews where numbers of respondents are less and research is focused on a specific product, technique, situation or objective, in depth interview usually address specific topic (Lapan, 2001). In-depth interviews are a qualitative data collection method that involves direct, one- on-one engagement with individual participants. In-depth interviewing can take place face-to-face, or – in some cases – over the phone. In-depth interview is a 6 step process of planning, instruments development, training of the data collectors or the interviewers, collection of data, analyzing the collected data and reporting or disseminating the findings of the analyzed data. Depending on the subject matter and context, interviews last from 30 to 60 minutes each. When conducting in-depth interviews, it is imperative that respondents be treated respectfully throughout the research process. It is also important to schedule the interview at a time and place that are convenient for the participant.

2. Online Interview

An online interview is an online research method conducted using computer-mediated communication (CMC), such as instant messaging, email or video (Salmons, J. 2014). Online interviews require different ethical considerations, sampling and rapport than practices found in traditional face-to- face interviews. Online interviews are separated into synchronous online interviews and asynchronous online interviews [25]. Online interviews, like offline interviews, typically ask respondents to explain what they think or how they feel about an aspect of their social world [26]. In online

interviews, data is primarily generated through conversations between a researcher and “respondent”. Verbal interview with video component will make it more like face to face interview and there is also voice to voice real time interview by using telephone and mobile phone [27]. Researches often seek out a deliberate (or “non-random”) selection of respondents, recruiting individuals who can provide insight on a particular phenomenon, situation, or practice [26].

B. Data Analysis Methods

Coding and Categorization data. Data coding is the process of driving codes from the observed data. The purpose of data coding is to bring out the essence and meaning of the data that respondents have provided. Coding is an analytical process in which data are categorized to facilitate analysis.

Categorization is the process in which experiences and concepts are recognized and understood. Categorization implies that concepts are classified into categories based on commonalities and usually for some specific purpose. Coding methods are applied across various texts, the researcher is able to apply axial coding, which is the process of selecting core thematic categories present in several documents to discover common patterns and relations. [28].

Memo is the act of recording reflective notes about what the researcher (fieldworker, data coder, analyst) is learning from the data. Memos can be used to map research activities, uncover meaning from data, maintaining research momentum and engagement and opening communication. The functions of memos in the research process are discussed and a number of techniques for employing memo writing to enhance the research experience and outcomes are examined, memoing serves to assist the researcher in making conceptual leaps from raw data to those abstractions that explain research phenomena in the context in which it is examined [29].

IV. DATA ANALYSIS AND RESULT

A. Overview of Findings

The study was conducted in Tainan, Taiwan. Participants that were selected in this study are the manager and employees. There are four participants attended in this study; their ages vary from 20 to 40 years old.

The result shows that by creating brand value makes the company gain more customer’s trust and increasing in sales. Using the 7Ps that are involved in the marketing can increase customer’s satisfaction and also gain more profits.

Table 4.1: Summary of Participants

Number	Interviewee	Age	Length of work
1	Mr. WZ	44	12 years
2	Mr. RZY	36	6 years
3	Mr. TYC	26	2 years
4	Mr. TJH	46	8 years

B. Marketing Strategies

I. Marketing Mix

The interview is conducted in the Singfujia company with four participants on it, with the question based on the 7 promotion strategy and every interview has been coded / coding, we can see the code of the answer in every participant in the transcript that has been made into 7Ps categories. Therefore every beginning has its own code that related to the main answer of the question that was asked.

a. Product

Service: Mr. WZ explains that “the company does not only provide selling or buying houses or properties, but also provide design interior services and renovation, so that the customers can easily decide whether their property is for living or investment.”

Convenient: Mr. RZY says that the company is very convenient place for customer to look and find a house are they looking for their first house or for the investment, all the product that customer needs in one product that why we call the happiness.

b. Promotion

Commercial: Mr. RZY says “Beside good services, the company also provides a 24 hours customer service in Line application that can be used for feedback, and answering the customer’s needs for buy, sell or rent.”

Advertising: Mr. TYC explains that beside Line application, the company has good promotion to promote to customer in social media where all people are connected to and also make an advertising in the city, people who are looking for the house will know that Singfujia is the right place to find the perfect house.

c. Place

Strategies: According to Mr. WZ, “Location is quite

important. We mostly sell houses or properties that was located in a strategic area, like the one near the university, industrial place and others.”

Precise: Mr. RZY says that the company open all the branch in the exact place, not only in the main place of the city but also other places.

d. Price

Reasonable and flexible: Mr. TYC says that “we have many price packages for the decorations and renovations, so our customers can choose based on their budgets and needs. Besides, our prices are very competitive and reasonable.”

Discount and Bonus Strategy: Mr. RZY says that “When customer bought a property or house from us, there will be additional discount when they prefer to add design interior services, and sometimes, we also add bonuses for our customer, like free furniture, free air conditioner, etc.”

e. Process

Procedure: Mr. WZ explains that “Our employees are all well trained, and can work as a solid team. So customers’ needs and inquires can be fulfilled faster.”

Action: Mr. TYC explains that all the employees in the company has to take action about what customer need and aware of customer need, and also giving a good explanation to make the process between what company provide and what customer need can be fulfilled.

f. People

Attitude: According to Mr. TJH, “We always evaluate and trained our employees to make sure they give friendly manners and quick responses to our customers.”

Hospitality: Mr. WZ says some customer come to the Singfujia and has no any idea of the house they are looking, but in Singfujia all the employees are ready to serve, we will start to discuss what the customer think about their dream home and finally about the budget that customer can afford.

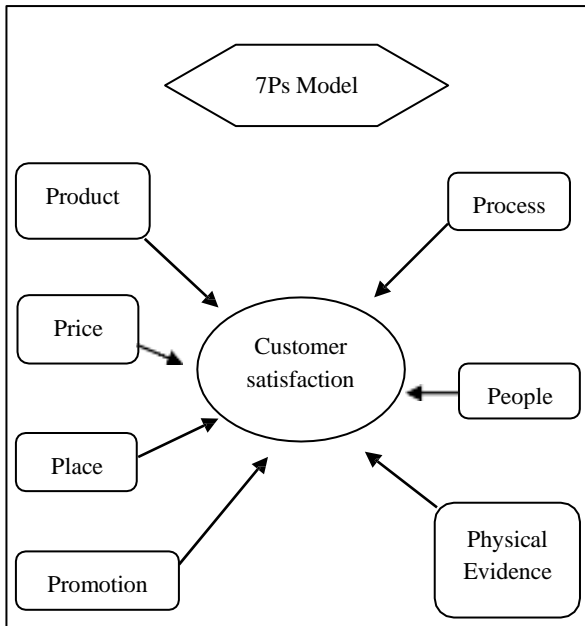
g. Physical Evidence

Visible: According to Mr. WZ, “Customers feelings can be enhanced by physical evidence or environment. So, we always try to make our office comfortable with soft music and good lighting to make sure our customers can have a nice feeling.”

Real and actual: Mr. RZY says that even we can’t see people physical or people feelings. When the company provide comfort, not only in the office but also comfort in

mind with good attitude and explanation from all the employees, we can see that the feeling between the customer and employees are real and actual. Therefore feelings are something we can't see but we can feel it and provide it.

Table 4.2: 7Ps Model



V. CONCLUSION

From the result shows that 7Ps is making the big impact on the promotion and on gaining customer satisfaction and also customer trust of the company brand. The result gathered from the interview shows that the 7Ps are playing an important role for the company to gain the trust and customer's satisfaction. Branding helps a place to define the identity and also to promote, to draw attention and to differentiate from other places. Places have to offer visitors a memorable experience that would impress a positive image regarding that particular place, place can be promoted in several ways: as a tourist destination, as a trade or business center, as a quiet and safe place etc [14].

REFERENCES

[1] Chen, James (May 2, 2019). "What Is Real Estate?"
 [2] Frej, Anne B & Peiser, Richard B. *Professional Real Estate Development, Second Edition: The ULI Guide to the Business.* Urban Land Institute, 2003
 [3] Kotler, Phillip. *Marketing Management*, 2015
 [4] Bagozzi, R. P., Bergami, M., Marzocchi, G. L., & Morandin, G. (2012). Customer-organization relationships: Development and test of a theory of extended identities. *Journal of Applied Psychology*, 97(1), 63-76.
 [5] De Valck & Kretz, 2011.
 [6] Hsu, Dehuang, & Woodside, 2009
 [7] Martin & Woodside, 2011.
 [8] Schau & Muñiz, 2006.
 [9] Woodside, Sood, & Miller, 2008.

[10]Zavattaro, S. M. (2013). *Expanding Goffman's Theater Metaphor to an Identity-Based View of Place Branding.* *Administrative Theory & Praxis*
 [11] Braun, 2012; Eshuis, Braun, & Klijn, 2013. Alba, Joseph W and John G. Lynch, Jr (1991). Memory and Decision Making, "In Handbook of Consumer Theory and Research, Harold H. Kassarijan and Thomas S. Robertson, eds. Englewood Cliffs, NJ: Prentice – Hall, Inc., 1-49.
 [12] Twin, Alexandra, 2019
 [13] Shelby D. July 1976
 [14] Denisa Adriana, 2014
 [15] Anholt, S. (2007). Competitive identity: The new brand management for nations, cities and regions. New York: Palgrave-Macmillan.
 [16] Kavaratzis, M., & Hatch, M.J. (2013). The dynamics of place brands: An identity-based approach to place branding theory. *Marketing Theory*,13(1), 69-86.
 [17] Rajagopal (2007). *Marketing dynamics theory and practice.* New Delhi: New Age International.
 [18] Muñiz, A. M., Jr, & O'Guinn, T. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412- 432.
 [19] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
 [20] Schembri, S., & Latimer, L. (2016). Online brand communities: constructing and co-constructing brand culture. *Journal of Marketing Management*
 [21] Boone, Louis; Kurtz, David (1974). *Contemporary marketing.* Hinsdale, Illinois: Dryden Press. "Brand Management Definition". Retrieved April 17, 2015. [22] Mitchell, 2019
 [23] Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 127-145. doi:10.2753/MTP1069-6679200201
 [24] Belch, G. E., & Belch, M. A. 2004
 [25] SAGE Research Methods. 2016Amadeo, Kimberly (March 28, 2019). "Real Estate, What It Is and How It Works" Andrea Lucarelli, Per Olof Berg, (2011).City branding: a state-of-the-art review of the research domain, *Journal of Place Management and Development*, Vol. 4 Issue: 1, pp.9-27.
 [26] Lindlof, Thomas; Taylor, Bryan. 2002
 [27] Merriam, S. B., & Tisdell, E. J. (2016). Designing your study and selecting a sample. *Qualitative research: A guide to design and implementation*, 73-104.
 [28] Grbich, Carol. 2013.
 [29] Birks, M., Chapman, Y., & Francis, K. (2008). Memoing in qualitative research. *Journal of Research in Nursing*, 13(1), 68-75.