

## REAL ESTATE MARKETING BASED ON 4P AND 4C THEORY

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In the marketing process of construction real estate companies, various marketing theories and strategies are used, among which the most basic and most commonly used is the 4P marketing theory proposed by Professor Jerome McCarthy of Michigan State University in the United States And the 4C marketing theory proposed by the American scholar Robert Lauterborn.

*Real estate marketing based on 4P theory.*

The 4P marketing theory is based on real estate companies. In the entire product process, from the source to the target, the sales model is optimized in order. The marketing of the construction real estate market based on the 4P marketing theory can be specifically analyzed by the elements as follows:

First, product. Broadly speaking, real estate products include not only housing products themselves, but also related supporting services. The core function of real estate products is to provide comfortable living conditions, at the same time, they should be able to maintain a certain value and add value to meet the needs of consumers for investment and profit. In addition, the form of real estate products also includes: land location, architectural style, house design, landscape environment, property services and other aspects, the above are all issues that need to be considered from multiple perspectives when positioning and selling real estate products.

Second, price. Price is a comprehensive manifestation of the product value and land value of real estate, which involves unit price and total price, buying and selling price and rental price, actual price and nominal price. Real estate prices are based on the value of real estate products, and are also affected by various factors such as construction material costs, market competition conditions, land values, laws and policies.

Third, place. How to transfer real estate products to customers at the fastest speed and lowest cost, while obtaining the best economic benefits, is a problem discussed in the real estate distribution channel strategy. Generally, real estate distribution channels can be divided into direct sales channels and indirect sales channels according to whether there are middlemen in the distribution channels. For indirect sales channels, according to the number of middlemen, they can also be divided into

different levels such as first, second, and third levels. At present, due to the particularity of real estate products, most real estate companies choose direct sales channels.

Fourth, promotion. Similar to other industries, the promotion of real estate products can also adopt a variety of methods such as advertising and public relations, business promotion, and event marketing, and each method can take diversified forms. Typical forms of real estate promotion include: model house promotion, construction sand table model explanation, and advertisement of real estate. New types of promotion include: promotion of sales through social software, and cloud viewing through online platforms.

*Real estate marketing based on 4C theory.*

With the increasingly fierce market competition, marketing strategies based on the 4C marketing theory are gradually being used in the real estate sales process. The 4C theory advocates focusing on being consumer-oriented, reducing the cost of consumers, increasing the convenience of consumer purchases, and Actively and effectively communicate with consumers to achieve sales goals.

First, customer. The important criterion for consumers to choose commodities is whether their desires and needs can be fully satisfied when they consume commodities. At present, the main purposes of consumers buying real estate products are roughly as follows: rigid demand, to meet the needs of life; to improve the quality of life, to renew housing; to invest in real estate, looking forward to appreciation.

Second, cost. For real estate products, the cost of capital required to purchase the product itself accounts for a relatively high proportion, and due to the complexity of real estate products, consumers have to repeatedly inspect the house on-site when buying, and need to consider a variety of factors to make judgments on the future value of the product. They need to spend more time and energy when buying, and they need to take more risks.

Third, convenience. Compared with other commodities, the sale and purchase of real estate products often require a longer period, and the purchase of real estate products is a complex consumer behavior, so more attention should be paid to the convenience during this transaction period.

Fourth, communication. In the process of real estate sales, in addition to special purchase situations such as investment real estate, the sales of real estate products require the completion of transactions through person-to-person communication. In this process, the salesperson of the company should Actively communicate with consumers to obtain consumers' true desires and needs, and feedback consumers' evaluations of development projects. At the same time, in the communication process, it is

necessary to continuously innovate the communication methods and enrich the communication content in order to improve the communication effect and achieve the sales purpose.

### References

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## КОНКУРЕНТОСПРОМОЖНІСТЬ НОВОГО ТОВАРУ: ПОНЯТТЯ ТА КЛАСИФІКАЦІЯ

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На сьогоднішній день вітчизняний та міжнародний ринок переповнений різними товарами та послугами. Проте за останні роки могли помітити що не всі вітчизняні фірми готові до гідної конкурентної боротьби. Тому при розробці і випуску нової продукції чи послуги, головним завданням кожного підприємства є правильно оцінити свою продукцію і зрозуміти, чи вона буде ефективно представлена на ринку та чи витримає конкуренцію (потенційну чи реальну) серед представлених аналогів.

За словами американського економіста Майкла Потера, конкурентоздатністю (конкурентоспроможністю) вважається властивість товару, послуги, суб'єкта ринкових відносин виступати на ринку на рівні із наявними на ньому товарами, послугами або конкуруючими суб'єктами ринкових відносин. Оцінка цієї властивості дозволяє виділити високу, середню та низьку конкурентоздатність.

Зазначимо, що існують чотири притаманні риси для конкурентоспроможних суб'єктів. Це, зокрема, здатність:

- конкурувати та отримувати перевагу в конкурентній боротьбі;
  - реалізувати конкурентоздатні товари;
  - виконувати соціальні функції, тобто забезпечувати високі життєві стандарти працівників;
  - високопродуктивного використання наявних ресурсів.
- Отож, якщо певний товар має стійкий фінансовий стан,