

# 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 with internal and external synthetic natural environmental facilities that can reach to the success. 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 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 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 having 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.

## 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).

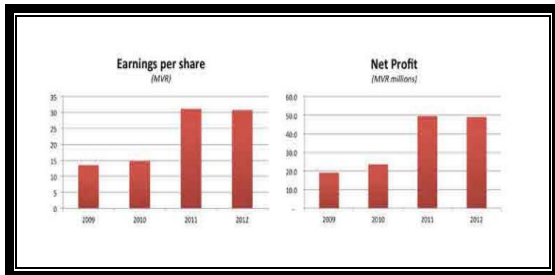


Figure 1 . Cannot reach to the target profit margin.  
Source: HDFC Annual report (2012)

### III. Environmental issues in property business

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 one. 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 external environment with synthetic beautiful natural environment 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).

### IV. Strategic Marketing

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).

### 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).

The strategic marketing is a management and planning to communicate with target customers to influence to buy the product, at the same times the housing industries will achieve the target goals. There are lots of problems between the housing industries and the target goal, in between the

strategic marketing is mediator to help to achieve the goal for developer (Peter Reed, 2005).

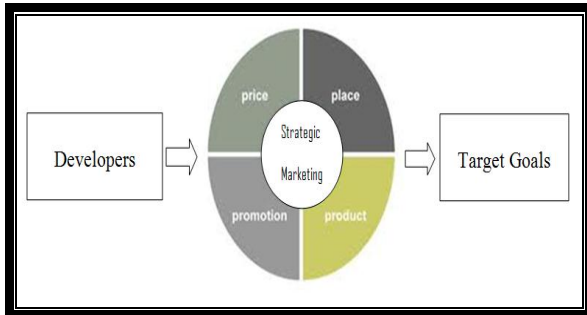
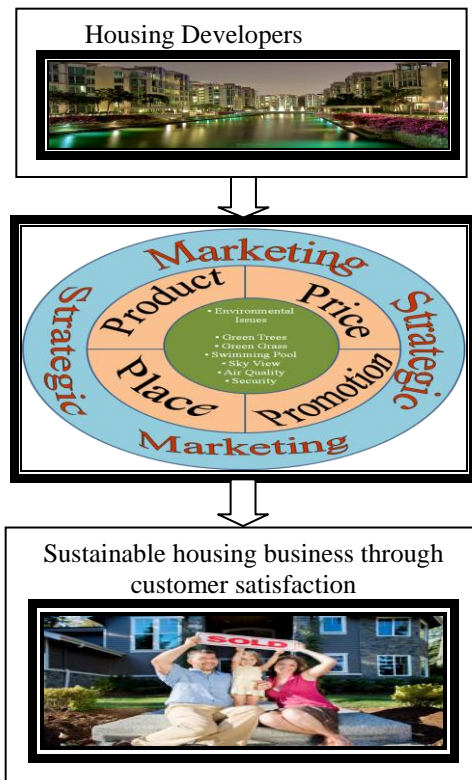


Figure 3: Strategic marketing position and problems to meet the goals.  
Source: (Peter Reed, 2005).

**VII. Strategic Marketing Frame Work**

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

**VIII. Sustainable property business**

The sustainable property business is strongly depending on environmental elements in strategy marketing. The respond of environmental issues in strategy marketing is the customer satisfaction. Once the customers are highly satisfy on the product as a result the housing business must be affect positively and it is very clear that the housing business must get the target profit within the time frame. The customer satisfaction creates a long term image of an organization throw the strategic marketing and planning. The housing developers are practicing the green or ecological marketing activities entail much more than image building of the housing organization to create potential customers to reach the target goals (Mintu & Lozada, 1993).

Can synthetic natural environment provide a sustainable housing property business security system for a long terms in the modern era. The modern era is the era of educated and high / mid level of income group of people at any part of the world. 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 sustainable strategic marketing for the modern housing or land property business security system (World Business Council, 2013).

The strategic marketing policies and processes to sale a product to the target customer is an art to the sales person and the organization achieved the goals. The policy of sales in the property marketing is important to show the natural ecologically proactive role on the strategic marketing to attractive the target customers and success the organizational goals again and again with more practice then it become a sustainable marketing for that organization (Mintu-Wimsatt 1998).

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