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THE MAINTENANCE OF MARKETING INCLINATION IN THE HOUSING CONSTRUCTION BUSINESS

Summary

The article examines some of the features of housing and construction market. It is noted that building a business operates under certain laws. In this regard, the use of the marketing concept in the practice of housing and construction companies can increase its flexibility, accelerate the adaptation processes taking place in this market.

It is noted that the dynamics of the processes in the real estate market depends on general economic trends. Since real estate development level in the country and in the region is characterized by a number of economic indicators.

Key words: real estate, housing and construction business, production, marketing, flexibility, business

KONUT İNŞAAT PAZARLARININ TAHİLİLİNDE PAZARLAMA YAKLAŞIMININ ÖNEMİ ÜZERİNE

Özet

Makalede konut inşaat pazarının bazı özellikleri analiz edilir. Vurgulannmaktadır ki, konut inşaat işi belli kanunlar ve prensiplere uygun yapılmalıdır. Dolayısıyla piyasa koşullarında konut-ınşaat kuruluşlarının pratik faaliyetinde pazarlama teorilerini uygulaması bu alanın esnekliğini artırmır, piyasada cereyan eden süreçlere uymasını güçlendirir.

Makaledede şu da belirtilmektedir ki,. gayrimenkul sektöründe yaşanan süreçlerin dinamizmi genel ekonomik eğilimlere bağlıdır. Öyle ki, ülkede ve bölgede gayrimenkul piyasasının gelişmişlik düzeyi bir dizi ekonomik verilerle karakterize olunmaktadır.

Anahtar kelimeler: emlak, konut-inşaat işi, üretim, pazarlama, çeviklik, iş

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The Maintenance Of Marketing Inclination In The Housing Construction Business

ЗНАЧЕНИЕ МАРКЕТИНГОВОГО ПОДХОДА В АНАЛИЗЕ ЖИЛИЩНО-СТРОИТЕЛЬНОГО РЫНКА

Резюме

В статье анализируются некоторые особенности жилищно-строительного рынка. Отмечается, что жилищно-строительный бизнес функционирует под определенным закономерностям. В связи с этим применение маркетинговой концепции в практической деятельности жилищно-строительных организаций может повысить ее гибкость, ускорить адаптационные процессы происходящих на этом рынке.

Отмечается, что динамика процессов на рынке недвижимости зависит от общих экономических тенденций. Так как, развития уровня рынка недвижимости в стране и в регионе характеризуется рядом экономических показателей.

Ключевые слова: недвижимость, жилье и строительный бизнес, производство, маркетинг, гибкость, бизнес

INTRODUCTION

The issue of organization of marketing activity is very urgent for the business segments of long-term production periods, and especially for the housing-construction complexes. Under the market condition, the realization of marketing conception in the practical activity of housing-construction organization requests the dexterity, the ability of adopting the objective of the operation of market forces, in another hand, requests the searching of expediently assessment methods to them with the help of different marketing methods.

The level of theme preparation. The modern tendency of optimization of the business in construction shows that orients the utilization of marketing as a managing method and foreign experience of construction organization. It is not by chance, because the construction organizations for many times have to learn their adaptation to the market’s requests comparing carrying out works and functions with their potentials, and should be done according measures for their perfection. The marketing sales method, marketing investigations, by the mean of elements of marketing communications, construction production as the commodity have their special peculiarities [1, p.3-4].

The modern marketing means for everybody as an important component for the business progresses and as the foundation of management. Ch.D.Shiv considered that the marketing logic is very simple, but is very powerful. There are only two profitable sources in the business: sell to the new consumers, and sell to the regular consumers. If, in the sphere of selling consumer goods, to work with the regular consumers is easier, but in the market of building-construction market needs the new consumers. In a word, for the development of building-construction business we need the new consumers [2, p. 25-26].

Discussion. At the present-day, the modern marketing is more difficult. Today the problem consists of more fragmentations and the daily innovations that occurs in the markets (buildings with the various types) (see, picture 1).

According to this, Philip Kotler came to this conclusion that if the innovations and the new commodities assumes the basis of competitiveness strategy, but just a little part of the new
commodities can reach to the progress, and would not be here a priority the searching more progressive commodities? In fact, one of the main problems of lateral marketing this is [3, p.26-28].

**Table.**

![Diagram showing marketing campaign and its effects]

**Picture 1.** The problems of modern marketing.

During the analyses of the building market, have given special importance to the marketing investigations that included the main stages of realization of marketing investigation directing to base the speculation about the cause and effect relations determining the behavior of potential consumers in housing markets (see, picture 2) [4].
For controlling the speculation of marketing investigation of the separately evaluation of influence to the various factors of formation of buyer's purchase and the possibility of keeping would be advisable. The same processes are reflected on the picture 3.

The complex elements

Testing

Pilot survey

Integrated inspection

Expert’s reviews

Competitors

Experts in the field of marketing activities

Respondent’s selection

Panel of inspection

The module of array

Experts on marketing and financial intermediation

Result

The survey recommendations for improvement

Recommendations for improve the questionnaire of respondents

The analysis of compared observed changes on the course

Typology of consumers

Detection of deferred demand

Specification and measurement of marketing effectiveness of survey results

The strategy to attract potential buyers

Justification and data collection needs to be organized

Models (experimental) formation

About the possibility of buying intentions

Buying the possibility of keeping the faith

Productive change

Behavioral factors buyers

Potential buyers segmentation

Housing purchases of consumer preferences in the previous stage to speculate on the cause-and-effect relationships.
**Picture 3.** The stages and structures of integrated complex of research of "mobile" marketing's behavior in the housing market of consumer.

In the picture 4, is shown that the investigation of analysis reflects essence of the five basic elements of construction, without these factors, it is impossible to formulate an effective strategy. In this case, talking about the relative priority of these factors and any of them are going to implement the rule. However, each of these factors depends on the overall strategic success [5, p. 33-34].

![Diagram of strategic success factors](image)

**Picture 4.** The main factors of strategic success.

In the given location the center of the diagram takes the higher specialty of the administration, because inexperienced management can increase even the degree of risk of the most effective strategy.

For division to the ranks of well-developed plan in the housing construction sectors there should be included the explanation of used systems that orients the building companies and for all these segments used comprehensive strategies.

**Table 1.** Approach to the division of the segments ranks.

<table>
<thead>
<tr>
<th>Segment</th>
<th>The future assessment of the volume of sales and profits</th>
<th>Evaluation of personal competitive advantage</th>
<th>An assessment of the availability of the necessary resources</th>
<th>Risks associated with the scope of company's assessment</th>
<th>Comprehensiv evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>B</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>12</td>
</tr>
</tbody>
</table>

Several marketers solve this problem by assigning weight coefficients assessment criteria; as a result, they are getting value for each segment of the complex. Which sectors such as having a price that is more attractive and different segments can be compared to determine. Simplified rank division of the segments are as follow (see, table 1).
Determination of prices: 5 - excessive non-attractive; 4 - moderate charming; 3 - middle; 2 - moderate charming; 1 - excessive attractive.

Usually the indicator of attractiveness or other segments of the company’s allow you to determine the optimal order [6, p. 130-131].

Other marketers like consumer segments or product to be used in accordance with the requirements of the similarities prefer the segmentation.

### Picture 5. The procedure for the preparation of documents for the construction of housing [7, p. 150-152].

**Effectiveness.** In our view, a comprehensive approach in this area, namely the centralized marketing (in one attractive market segments the utilization of a market strategy) not differentiated marketing (By using the same marketing strategy for orientation to all market segments) and have to be used from differentiation marketing’s (the orientation of the company's marketing strategy as well as the development of each market segment).

**Conclusion.** The dynamics of the processes in the residential real estate market depends on general economic trends. Residential real estate market in the country and the region’s level of development is characterized by a number of economic indicators. These indicators can be divided into two parts: production (the volume of new apartments) and social (the average of population in the provision of housing; the number of families facing housing). At present, the residential real estate market trends (the economic indicators in the residential real estate market) at the same time, to take into account the social aspects as well as the public figure does not exist in practice. I.V.Sokolov gave original approach to solving this issue. He offers the indication of the condition of the real estate market like (Rbds), it allows you to express more...
fully various aspects of the real estate market. $R_{bde}$ - it is the sum of indicators of the most important components in the dynamic of the real estate market, housing situation, the real estate management and reflecting the level of housing provision [8].

$$R_{bde} = \frac{R_m + R_{mf} + R_{de} + R_{mut}}{C}$$

$R_m$ - is an indicator of “Housing construction” group;

$R_{mf} -$ is a “State housing fund” group;

$R_{de} -$ is a “Real estate management” group;

$R_{mut} -$ is a “The population level of housing” group;

It should be noted that included each group’s indicators create on the base of individual indicators.

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