Strategies of Human Cultural Feelings Mould in Real Estate Advertisements

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Abstract. Real estate transactions are not simple selling of commodities. In the real estate planning, the consumer’s psychology and their subjective feelings using the commodity should be concerned. A house is not a common commodity where consumers spend most of their life. Therefore, it influences its user’s feeling from both space and time, being a evaluation of the user’s happiness.

1. Introduction

With the improvement of housing, the real estate should develop scientifically in an orderly way. The emphasis and affirmation on human nature will return as the quality of this commodity. What the real estate developers pursue is to make consumers buy good valued commodities. Then, how to ensure these good qualities and the return of the consumer’s rationality? From the perspective of consuming psychology, focus on human cultural feelings will become an unquestionable fact, which can be dealt with from the following perspective.

2. Seeing Houses from the Perspective of Life Convenience and Living Happiness

As a commodity, houses are an important part of our life, meeting human’s fundamental wish of having a settled place. Besides the basic requirements such as steadiness, firmness and a harbor of refuge, houses also contain people’s attitude for life and living quality. In another word, houses should satisfy the requirements of living and basic life, which is the consumer’s baseline to buy houses. Furthermore, houses contain the consumer’s concern for surrounding environment including natural environment and human environment. As a kind of social animals, people like to settle and live with those of their own kinds, this is called human environment, which has more psychological promotion than natural environment. As far as modern society, the quality of a house is not just the stableness, and also contains the factors including the convenience of transportation, the availability of underway in big cities, enough parking space, enough space to implement community activities, the availability of a supermarket, food market, laundry, kindergarten and hospital nearby. In view of the variety of living crowd in the community, other factors should be considered include different life demands of crowd in different ages, the convenience of their life, the cultural levels of the surrounding inhabitants and the happiness of the residents, etc, and corresponding solutions should for the target consumers.

Success can be achieved only when the consumer’s real consuming requirements have been found, which has been used to plan and design the houses. As a large investment of the consumers, real estate purchase is a rather complex purchasing behavior which can be triggered only when the comprehensive factors including places, property management etc have all satisfied the consumer’s demand. The pricing method of cost adding profit is preferred by the real estate developers. It is practiced in the daily life because of its easy maneuverability. But, this method, in fact, is the wishful thinking of the developers, as it excludes the factors on the consumer side. In real life, consumers will buy a commodity only when they think that their money paid could buy a more valued commodity, and the enterprise could really obtain the profit. This can give the designers some enlightenment. Excellent designers can apply the effect of human cultural feelings on the advertisement to give more additional value for the consumers. Hence, even a high price could also
be accepted by the consumers, which create the opportunity for the consumers to obtain the surplus profit. While the pricing method of cost adding profit is a poor design that can not satisfy the consumer’s demands, which is only a fictitious price and cannot be responded by the consumers.

Therefore, when making orientation for the real estate, what should be carefully analyzed includes the geographical features, traffic conditions, landscape environment, then decide what kind of houses the consumers would like to buy here and what kind of houses is suitable to build here. Then, the orientation and function of the projects can be decided. For instance, when building small apartments in a commercial district, the target consumers are the white collars and the young people without houses. This group of people have special requirements for the surrounding environment, including the availability of business street nearby for the convenience to shop in the free time, the availability of separate space for them to make social interactions, and romantic metropolitan night life satisfying their living regularities and habits. When building a commercial office building, the factors should be considered include some big corporations which will buy houses here, as well as some individuals who like to move or set up their personal workshops in this environment. In consideration of this, relatively separate warm meeting rooms should be available, which can be used for renting. This economical and convenient business mode is suitable for small companies.

The popularization of Beijing CBD small houses in 2004 is a model case of this kind. The target consumers of the CBD small houses are the young white collars working in CBD office building. These people with high educational experiences and intelligence have high income and consumption. But the fast pace of life and high pressure of work makes it difficult for them to differentiate life and work. They both have the feelings of achievement and superiority and the sense of crisis and belonging. In their inward world, they are eager to enjoy life and ego outside the work, longing for free life and highlighting their personalities. They are self-respect, excellent and unrivaled, seeking for sense of community without losing self.

After making such analyses, the CBD projects was oriented from contradiction between the living state of the target consumers and their inward world, choosing cat as the main image and named Maoni, meaning cat hideout. (Mu Hong & Li Wenlong, 2015: 130) The document creation applies fashionable and trendy words with intelligent and humorous implication which are easily accepted by the young. The main design is a sketch of a cat in black, white and grey. This series of design are in correspondent with the personalities of the white collars, which have received surprisingly good effect.

3. Seeing Houses from the Perspective of Consumers’ Beauty Apperception and Recognition

Concerning the aspects of construction design, the advertising designers should clearly understand the design idea including structure, area, entrance platforms, balcony guard bars, power sockets, construction and decoration materials, windows and sills, and light and shadow, etc. These things seem not to relate to the jobs of real estate advertising designers, but are the ones concerned most by the consumers. It is an excellent designer that can directly face the advantages and shortcomings of the construction and find out advantages from the shortcomings, because just as every coin has two sides, the opposite side of fault is correctness. From the Fifth Garden of Wangke, it is easy to find the signs of Hui styled construction and Jin styled construction. What deserves to be mentioned, however, is that the designers didn’t simply copy and return to the ancients, but integrate traditional elements with modern ones, Chinese styles with Western ones, as to make a house that are both fit for Chinese traditional living environment and for the living habits of modern people. For instance, in the community you can not see the construction styles disjointing with modern life, including short walls, cornices and small windows. While these construction designing styles which are not deviated from modern life have been inherited here including white walls and black tiles, flexible small windows, short walls with fine stripe decorations, footpath covered with black bricks, dense green bamboo forest, green dooryard, half-opened yard, roof light and walls with decorated holes, memorial archway with cultural loading, ornamental perforated windows and tri-sculptures with cultural colors, etc. (Wang Shouzhi, 2005).
The most directly perceived features of a community are usually the appearance of the constructions. Therefore, when making comprehensive planning, some responsibilities which seem to be taken by the architectures and town planners should also involve the participation of real estate advertising designers to provide more reasonable planning and designing suggestions after making a full understanding of the planner’s intention. These responsibilities include what kind of construction landscape the consumers would like to have, what style the consumers would like to use to organize different types of houses with different areas, how to design a graceful and well surfaced road without affecting the going out and in of the consumers, what are the different demands of grass-belts for different classes of consumers, how to skillfully combine the vegetations, massifs, hill stones and the constructions to form a community with distinctive features, what kind of secure system should be adopted here, what the consumer’s demands for the district environment and garages, and so on. In the real life, successful and failure cases can be seen here and there. Let’s take the community named Yangguangnuoka (Sunshine Noka) in Hohhot as an example, it not only has a foreign name but a construction design and district environment with typically Spanish styles, such as the outer walls brushed with yellow painting, sharp house tops, oval windows, balcony without protections on both sides, which seem to construct a Spanish dream for the Hohhot citizens. Their advertising slogan is “Dreamily dance in Spain”. If not considering whether this styled construction is appropriate in such a city with high altitude, it has indeed attracted the consumers.

4. Seeing Houses from the Perspective of Life Convenience for the Consumers

First, the service quality of the property management company is another factor for success, as well as an important secure for the community. It is not only responsible for securities of the community, but also for the post-maintenance of the community and the management of the inhabitants. Nobody likes to live in a community where securities are not ensured, parking is in disorder, heating is unsteady, rubbish is piled like mountains, pets wandering everywhere, and property management is poor. Because of the difference of the consumers’ life experiences, educational degree, vocational features, family structure and personal beauty appreciation, the focus of every consumer on the demand for the property management service is also different. It is a difficult job to get a fully understand of the demands of the consumer groups, which cannot achieve by one moment’s enthusiasm, it should come through the whole process of the development and use of the houses. Hence, this job should start from the detail, winning the consumers’ trust little by little. Nowadays, what we concerns more is the safety of the community. In 2012, the advertisements—“Are you still locking your door? If so, you’re out!”—for the Kingston Residence Community have satisfied people’s appeal. Adjoining to Huhhot Public Security Bureau and the provision of securities by the property management all ensure the consumers to have a safe and warm home here, which is a good emotional appeal.

Second, transportation is another sign of a good community. Incomplete transportation system means seclusion and conservation of the community. Just as Li Jiacheng, a famous Chinese businessman has ever put it, there are three elements to evaluate the quality of a house, the first one is location, the second one is location, and the third one is also location.(BIAD Media, 2007) While the key element of location is transportation. Nobody would like to live in a community with traffic jams outside or in. Therefore, traffic design is very important for the designers and planners, which is also a masterpiece of advertisement designer.

Third, every parent doesn’t hope their children to fail at the starting point, and education for the children of school age is another essential element considered. Therefore, a good location is decided by the educational resources to a large degree. Restricted school district in some cities of China today, a lot of parents would pay a high price to buy a little house near the key middle schools rather than to live their big and comfortable houses. Let’s take the Lijing Households community in Tonghua County of Jilin Province as an example, which is a key project developed by Bongbao Hongji Real Estate Development Limited Company in October, 2003. It has proposed an advertising theory called Tri-emphases, the first one is the emphasis on recognition, the second one is on moving, and the third one is on effectiveness. Taking the moving in of the Municipal
Kindergarten as the key publicity means, the advertisements are “Ten years of tree growing, a hundred years of human cultivation, mutual support of dwellers and houses, moving heaving and earth.” Using education as advertising key points can not only show the developer’s good faith but their insight of the national conditions and the people’s will. (Mu Hong & Li Wenlong, 2015: 114)

Fourth, the convenience of shopping is concerned by the people living in cities. A crowd and prosperous commercial district usually causes traffic jam and varieties of people, it, therefore, should be carefully considered to build a community in a commercial district, which should not only be convenient for the inhabitants to go shopping but prevent any inconvenience caused by the crowd and prosperous busy streets. As most young people like gathering and association while the elder prefer peace and quiet environment, this kind of houses are more suitable for the young.

In addition, the convenience of going to a doctor is an element to be considered when buying a house, as everyone will fall ill. But because the air environment of the hospital is not good, the ideal living location is the place from which you can drive to the hospital within 30 minutes.

5. Seeing Houses from the Perspective of Chinese Cultural Traditions

The living environment in the western countries is more scientific than that in the East. But in the east house style and construction style there are some humanistic factors which don’t exist in the western houses. These factors are not primarily physical, but absolutely psychological, and can make you moved, happy, sad and excited. (Wang Shouzhi, 2004) When purchasing houses, Chinese usually consider a main factor called Feng Shui, which, as an art, makes use of the nature and the balance between Yin and Yang in order to acquires auspicious atmosphere, health and good luck. From the perspective of modern psychology, it belongs to environmental sphere.

In the long view, a reasonable design and good Feng Shui arrangement of the houses in a community can not only speed up the sale of the houses but also elevate appreciation of the houses. When the consumers live a safely, healthy and lucky life in the community, they will broadcast from person to person, which means invisible advertisement for the houses built by the developer afterwards.

In fact, the Feng Shui of houses is not a superstition, it has some philosophical reason. For instance, the door is the face of a construction, and is also a independent construction, which makes unique Chinese construction culture more distinct. Just as ancient Chinese said that the door is the crest and belt of the house, which indicates that a door has the effect to show the image.

6. Conclusion

In conclusion, when making real estate advertisement, what should be concerned are not the houses themselves, but also the factors including construction style, houses location, community environment, house layout. Furthermore, the living necessities such as school, hospital, supermarket, park and greenbelt, as well the traditional cultural factors inherited in the Chinese minds should also be paid attention to. By making full use of the above factors reasonably and synthetically in the process of real estate plan, human cultural feelings should be mold thoroughly in the real estate advertisement. Only in this way can the consumers be moved, purchases be achieved.

References