

## 房地产行业顾客决策过程研究——以万科第五城为例

**[摘要]**前几年时间,我国房地产行业发生了一系列的大幅度上涨,导致房地产市场开始趋向不健康的趋势,国家为了稳定楼市,各地方政府相继出台了相应的政策和调控,最普遍的就是限购限贷,但根据研究表明限购限贷并不能完全控制楼市价格,各大型城市反而出现楼市上升的情况.面对这种情况消费者呈现越来越理性的态度,这对房地产行业的营销人员来说无疑是一大挑战,所以本文会从宏观环境开始分析,以东莞市万科第五城项目为例,研究消费者在购房时的整个过程,从这个过程中找出更利于营销人员进行营销活动的建议.同时利用马斯洛需求理论为理论基础,把购房行为与人类的五个需求联系起来,从而分析得出每个消费者在购房时都有一个或以上的需求在驱动着,营销人员可以通过研究不同需求的特点,结合客户实际情况作出有针对性的营销,提高交易成功的可能性.除了把顾客按照需求分类,进行精准营销外,本文还会根据购买行为的类型和不同决策参与者角色的特点总结出各种情况下最适合的营销方法。

**[关键词]**限购限贷; 马斯洛需求理论; 针对性营销

## Research on Decision-making Process of Customers in Real Estate Industry——Taking Vanke Fifth City as an Example

**[Abstract]** In the past few years, China's real estate industry has experienced a series of large-scale rises, which has led to the trend of the unhealthy real estate market. In order to stabilize the property market, the local governments have successively introduced corresponding policies and regulations. The most common is that Restricted purchases and restrictions on loans, but according to research shows that restrictions on purchases and loans can not completely control the property market prices, but the large cities have instead experienced a rise in the property market. Faced with this situation, consumers are increasingly rational, this is the marketing staff of the real estate industry. This is undoubtedly a big challenge, so this article will start from the macro environment, taking the Vanke Fifth City project in Dongguan as an example to study the whole process of consumers buying houses, and find out more marketing people to market from this process. Suggestions for the activity. At the same time, using Maslow's demand theory as the theoretical basis, the relationship between the purchase behavior and the five needs of human beings is analyzed, so that each consumer has one or more needs in the purchase of the house, marketing Personnel can make targeted marketing by researching the characteristics of different needs and combining the actual situation of customers to improve the success of the transaction. Resistance. In addition to the customer in accordance with the needs of classification, precision marketing, the paper will summarize each case the most suitable marketing methods depending on the type of buying behavior and decision-making actors in different roles characteristics.

**[Key words]** limit purchase limit; Maslow demand theory; targeted marketing

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