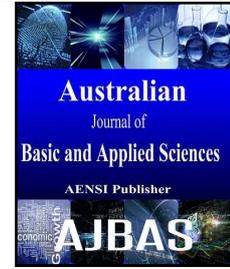




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The Environmental Elements Strongly Influence in Property Marketing Strategy to Succeed the Target Sales

¹Seow Ta Wee and ²MdAmanatUllah

Faculty of Technology Management and Business, University Tun Hussein Onn Malaysia, 86400 Parit Raja, Batu Pahat, Malaysia.

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ABSTRACT

It is a tough task to influence the customers to sales the property without the environmental facilities. Majority customers are influenced to buy or rent the property due to the beauty of the project the level of environmental elements excellent location, reasonable price and many. While the environmental facilities are existing in the project and it highlighted in the advertising or marketing activities. As a result, the customers influence to think positively to buy or rent the property. This study discovered influence property marketing strategy for the performance of sales.

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INTRODUCTION

The expertise of this branches of knowledge suggested that, there is a lot of environmental elements influence the housing apartment business due to the necessity of healthy life, beauty of natural environment, such as green trees, grass, swimming pool, sky view, security systems are using in green marketing like advertising, promotional activities, etc. (Chua, 1988; Wong, 2001; Chau *et al.*, 2002;

Chau *et al.*, 2004; Amanat Ullah & S,T. Wee 2014). The influenced property marketing strategy including product as a housing unit, strategic pricing, promotional price and strategic location (Clark, M. 2002; C, Ehmke, Joan Fulton, & J, Lusk 2012;I, Doole& R, Lowe 2008). Most of the foreign buyers are looking for a better lifestyle with better environmental facilities at the apartment complex as a consequence the 30% foreign and 70% local buyer buy the units (Eric Ooi 2012).

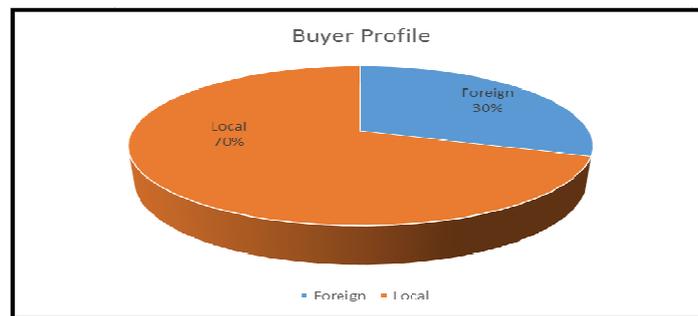


Fig. 1: Environmental Facilities Influence on Sales. Source: (Eric Ooi 2012).

This study found the most similarity with the literature review in the portion of demography analysis among the condominium user between local and others such as Malay, Chinese, Indian and

foreign altogether 509 respondents. The demography analysis shows figures2 the ethnic group and foreign people reside in the condominium complex as below.

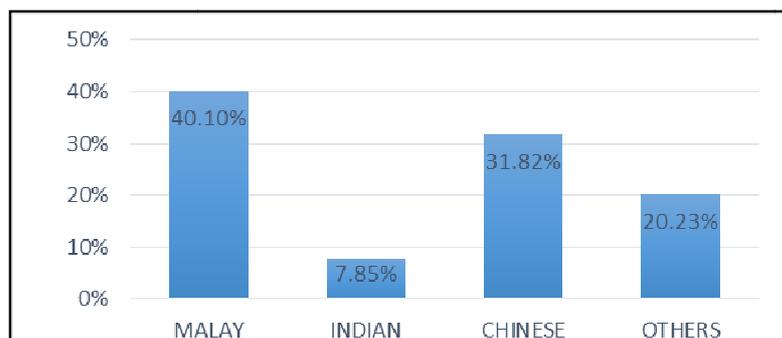


Fig. 2: The condominium user in Kuala Lumpur

This figure indicates the Malay user 40.10%, the Chinese residences 31.82%, Indian 7.85%, and the others means foreign user 20.23%. However, there are two types of people among Chinese and Indian on the one hand Malaysian Chinese and Malaysian Indian, on the other hand, the people come from China and Indian like others. The Malaysian Chinese and Malaysian Indian consider as a local, and the people come from China and India they are considered as a foreign user. In this case the foreign user is 20.23% from the 100%, the Chinese and Indian is 39.67%, from both of them the 20.23% is becoming 7.93%. So, we can draw a total number of foreign user 28.16% and the local user 71.84%. It is proved with the literature review that the environmental facilities in marketing strategy influence 28.16% foreign customer and 71.84% local customer.

The Finding Influence of The Environmental Elements on Property Sales:

The environmental elements influence the client to buy or rent in the deferent level with deferent elements. Such as the young parents influence on children playground, pensioner people influence on jogging track, majority people influence to buy or rent. The security and safety is like 24-hours security and CCTV system also influence many people to reside at the condo especially the foreign customer. As mentioned there are three group of environmental elements. They have the deferent elements and each elements having a deferent level of influence on property sales. The below tables and figures shall illustrate in the percentage of influence in sales of housing property through each item of the environmental groups.

The Influence Level of Natural Environmental Elements on Property Sales:

There are six items mentioned in the first environment group known as the natural environment; overall natural environmental elements influence people on property marketing strategy in relation to achieve the target sales.

Table 1: Influence of natural environmental elements on property sales

Items	Disagree		Moderate		Agree		St. Agree		Mean	Std. Deviation	Rank
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent			
Natural environment	7	1.4	31	6.1	223	43.8	248	48.7	4.3969	0.67555	1
Beauty of park land	5	1	45	8.8	250	49.1	209	41.1	4.2986	0.68535	2
Jogging track at complex	10	2	48	9.4	239	47	212	41.7	4.2809	0.72202	3
Pay expensive price or rent	13	2.6	61	12	214	42	221	43.4	4.2633	0.76684	4
Satisfaction on environment	11	2.2	69	13.6	205	40.3	224	44	4.2593	0.77836	5
Green advertising	5	1	72	14.1	240	47.2	192	37.7	4.2141	0.72315	6

The table demonstrates the natural environmental elements influence client to purchase or rent the property. The overall Natural environment influence more than other elements. The overall natural environment is the 1st ranking element. The mean value is $M = 4.3969$ and the (Std. Deviation is $SD = 0.67555$). The beauty of parkland is 2nd ranking item to influence customer to buy or rent the property. The mean value is $M = 4.2986$ and (Std. Deviation is $SD = 0.68535$). The Jogging track is the

3rd ranking element, and the mean value is $M = 4.2809$ and (Std. Deviation is $SD = 0.72202$). The expensive unit price or monthly rent due to the environmental facilities is the 4th ranking element. The mean value is $M = 4.2633$ and (Std. Deviation is $SD = 0.76684$). The satisfaction of user due to the environmental facilities at the condominium complex is 5th ranking item. The mean value is $M = 4.2593$ and (Std. Deviation is $SD = 0.77836$). The green advertising is the 6th position of ranking. The mean

value is $M = 4.2141$ and the (Std. Deviation is $SD = 0.72315$).

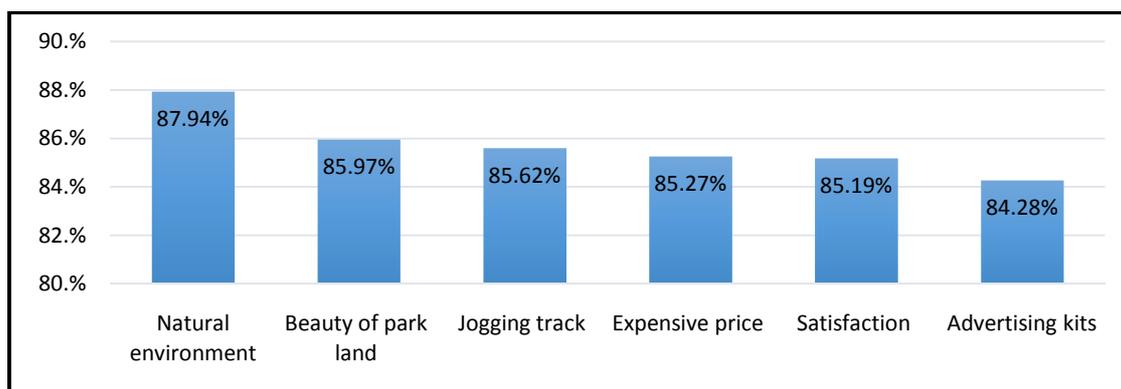


Fig. 3:Level of influence on sales in percentage (Natural environment)

This graph shows the influence level of property sales in percentage the overall natural environment 87.94% influence customer to buy the property. The beauty of parkland is 85.97%, Jogging track 85.62%, the environmental facilities influence people to pay expensive is 85.27%, even the environmental facilities influence people to be happy to reside in the condominium complex is 85.19%, and the advertising kits using the green environmental elements to influence the customers is 84.28%. So,

the natural environmental elements are very significant to influence clientele to buy the property.

The Influence Level of Entertainment Elements on Property Sales:

The second group of the environmental element is the entertainment component. The entertainment element at the condominium complex influence clientele in both either rent or buy the unit. This group total six item mentioned in the table and the figure as below.

Table 2:Influence of entertainment elements on property sales

Items	Disagree		Moderate		Agree		St. Agree		Mean	Std. Deviation	Rank
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage			
Entertainment facilities	5	1	36	7.1	213	41.8	255	50.1	4.4067	0.68277	1
Swimming pool	7	1.4	45	8.8	230	45.2	227	44.6	4.3242	0.71749	2
Playground	15	3	50	9.8	216	42.4	228	44.8	4.2849	0.78331	3
Internet WIFI	10	2	60	11.8	228	44.8	211	41.5	4.2534	0.75335	4
Minimarket	11	2.2	56	11	239	47	203	39.9	4.2436	0.73948	5
Praying hall	12	2.4	75	14.7	207	40.7	215	42.2	4.222	0.80343	6

The table is presented the ranking of each item based on mean value. The 1st ranking item is entertainment facilities mostly influence customers to buy or rent the property. The average values is $M = 4.4067$ (Std. Deviation is $SD = 0.68277$). This item is the highest value of others mean values that are why overall entertainment facilities are having ranking number one. The swimming pool is the 2nd ranking item, and the mean value is $M = 4.3242$ (Std. Deviation is $SD = 0.71749$). The playground basically for children. It influences the parent to buy or rent the unit in the condominium. It is the 3rd ranking item and the mean value is $M = 4.2849$ (Std.

Deviation is $SD = 0.78331$). The internet WiFi is not only for entertainment element but also very impotent technology for everyday life, therefore, this facility influence people to think positively to reside at the condominium complex. This item is 4th ranking element, and the mean value is $M = 4.2534$ (Std. Deviation is $SD = 0.75335$). The minimarket is 5th ranking element, and the mean value is $M = 4.2436$ (Std. Deviation is $SD = 0.73948$). The praying hall is number 6th ranking element as well as the mean value is $M = 4.222$ (Std. Deviation is $SD = 0.80343$) as the less influence element in the entertaining group.

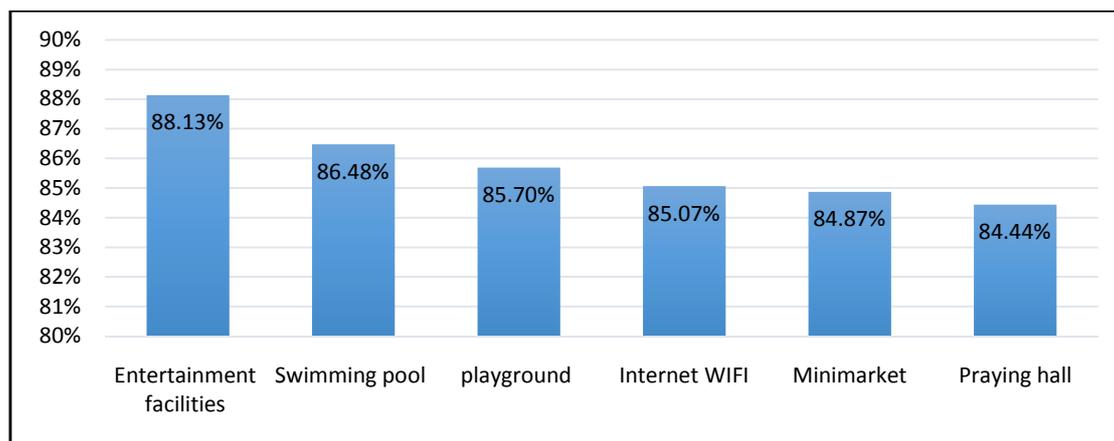


Fig. 4: Level of influence on sales in percentage (Entertainment elements)

The bar chart shows the entertainment elements influence on property sales in percentage. The entertainment facility bar is showing 88.13% people are agreed on influence to purchase or rent the house due to the existing of entertainment elements at the condominium complex. Secondly the swimming pool influence 86.48% people, playground influence 85.70%, the internet WiFi influence 85.07%, the minimarket 84.87% and the praying hall with separate washing room for male and female influenced Muslime people 84.44% to purchase the housing unit.

The Influence of Health and Safety Elementson Property Sales:

Health and safety are an important issue inhousing complex. More than 90% people agreed the security and CC TV system is a very demandable element in the health and security group. Therefore, the 24-hour security & CC TV system facility is one of the highest influential element for property sales. The table and figure makes it very cleared to understand the influence level on property sales below.

Table 3: Influence of health & safety elementson property sales

Items	Disagree		Moderate		Agree		St. Agree		Mean	Std. Deviation	Rank
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent			
24-hour security & CC TV	6	1.2	25	4.9	180	35.4	298	58.5	4.5128	0.64778	1
Squash court	11	2.2	57	11.2	204	40.1	237	46.6	4.3084	0.76149	2
Car park	8	1.6	46	9	243	47.7	212	41.7	4.2927	0.70345	3
Gymnasium facility	9	1.8	51	10	266	52.3	183	36	4.224	0.69371	4
All elements	15	3	66	13	226	44.4	202	39.7	4.2063	0.78286	5
Health & Safety	14	2.8	61	12	246	48.3	188	36.9	4.1925	0.75703	6

This table demonstrates the health and safety elements influence customers to buy the property. The 24-security & CC TV system is a 1st ranking element, and the mean value is $M = 4.5128$ (Std. Deviation is $SD = 0.64778$). The squash court facility is the 2nd ranking element at the condominium complex. The mean value of squash court is $M = 4.3084$ (Std. Deviation is $SD = 0.76149$). The carpark facility is the 3rd ranking element, the mean value is $M = 4.2927$ and (Std. Deviation is $SD = 0.70345$). The gymnasium facility is basically considered only health care element at the housing

complex. It is 4th ranking influential element for the property sale. The mean value is $M = 4.224$ and (Std. Deviation is $SD = 0.69371$). Overall the health and safety element is the 5th ranking element. The mean value is $M = 4.2063$ and (Std. Deviation is $SD = 0.78286$). It can create a positive image for customers to buy the property. The health and safety overall elements generally influence people to buy or rent property. It is 6th ranking element and the mean value is $M = 4.1925$ (Std. Deviation is $SD = 0.75703$). The figure below explained the influence level in percentage.

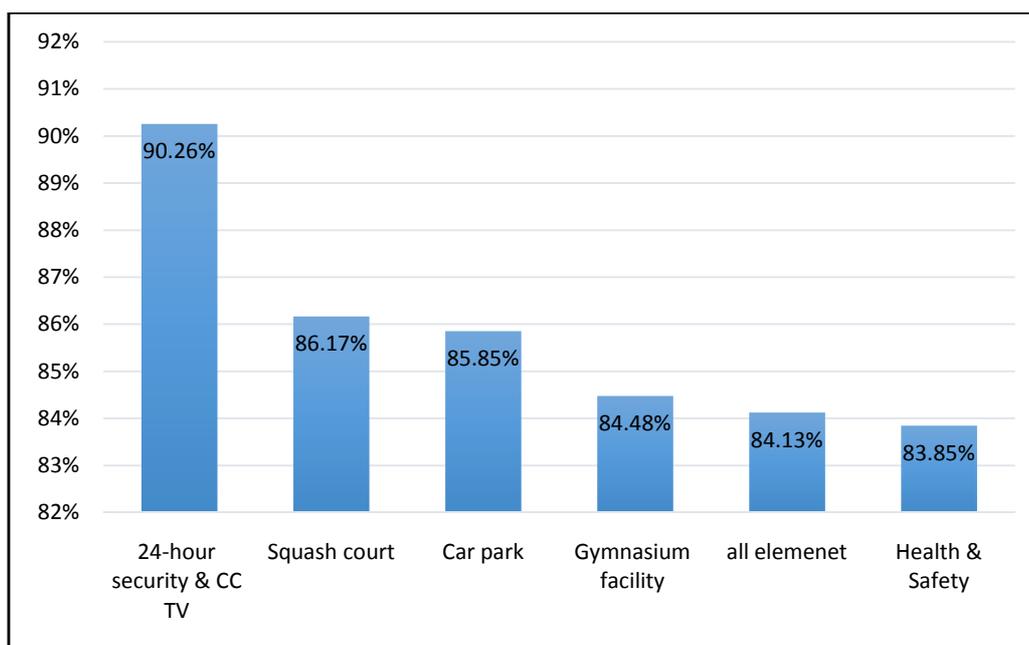


Fig. 5:Level of influence on sales in percentage (Health & safety elements)

The bar chart shows the level of influence in property sales in percentage. The tall bar is the represent of 24-hour security & CC TV influence 90.26% sales of the housing unit. The security system and facilities are the most important element, and this element is the highest influential element in the total environmental elements. Indoor squash court 86.17% and the covered carpark facility 85.85% influence on sales. The indoor gymnasium 84.48% influence on sales. Overall elements and health & safety 84.13% and 83.85% influence the customers to buy the housing unit at the condominium complex.

Conclusion:

In conclusion, the positive influence level summary of all environmental elements explain as below. In total environmental elements influence customer to purchase the property. The ranking of all elements set up based on mean value. The 24-hour security & CC TV is the most important element as well as it is one of the most influential components of sales. Approximately 90% customers influence by health and safety element to buy or rent the property at the condominium complex.

Table 4:The influence of environmental elements in property sales

Items	Mean	Std. Deviation	Ranking
24-hour security & CC TV	4.5128	0.64778	1
Entertainment facilities	4.4067	0.68277	2
Natural environment	4.3969	0.67555	3
Swimming pool	4.3242	0.71749	4
Squash court	4.3084	0.76149	5
Beauty of park land	4.2986	0.68535	6
Car park	4.2927	0.70345	7
playground	4.2849	0.78331	8
Jogging track	4.2809	0.72202	9
Expensive price	4.2633	0.76684	10
Satisfaction	4.2593	0.77836	11
Internet WIFI	4.2534	0.75335	12
Minimarket	4.2436	0.73948	13
Gymnasium facility	4.224	0.69371	14
Praying hall	4.222	0.80343	15
Advertising kits	4.2141	0.72315	16
All element	4.2063	0.78286	17
Health & Safety	4.1925	0.75703	18

This table illustrates the ranking of all environmental elements based on mean values. The 24-hour security & CC TV is the most important

element as well as it is the most influential component of sales the unit. This item is a 1st ranking of the influential element. The mean value is M =

4.5128 and (Std. Deviation is $SD = 0.64778$). The 2nd highest influential element is the overall entertainment facilities at the condominium complex. The mean value of this element is $M = 4.4067$ and (Std. Deviation is $SD = 0.68277$). The 3rd ranking influential element is the overall natural environmental elements at the housing complex. The mean values is $M = 4.3969$ and the (Std. Deviation is $SD = 0.67555$). The Swimming pool is 4th ranking element and mean value is $M = 4.3242$ the (Std. Deviation is $SD = 0.71749$). The squash court is 5th ranking element and mean value is $M = 4.3084$ the (Std. Deviation is $SD = 0.76149$). The beauty of park land is 6th ranking element and mean value is $M = 4.2986$ the (Std. Deviation is $SD = 0.68535$). The carpark is 7th ranking element and mean value is $M = 4.2927$ the (Std. Deviation is $SD = 0.70345$). Children playground is 8th ranking element and mean value is $M = 4.2849$ and the (Std. Deviation is $SD =$

0.78331). Jogging track is 9th ranking element and mean value is $M = 4.2809$ the (Std. Deviation is $SD = 0.72202$). Internet WIFI is 12th ranking element and mean value is $M = 4.2534$ the (Std. Deviation is $SD = 0.75335$). The minimarket is 13th ranking element and mean value is $M = 4.2436$ the (Std. Deviation is $SD = 0.73948$). Gymnasium facility is 14th ranking element and mean value is $M = 4.224$ the (Std. Deviation is $SD = 0.69371$). Praying Hall is 15th ranking element and mean value is $M = 4.222$ the (Std. Deviation is $SD = 0.80343$). Advertising is 16th ranking element and mean value is $M = 4.2141$ the (Std. Deviation is $SD = 0.72315$). All element kits is 17th ranking element and mean value is $M = 4.2063$ the (Std. Deviation is $SD = 0.78286$). The overall health & Safety is 18th ranking element and mean value is $M = 4.1925$ the (Std. Deviation is $SD = 0.75703$). The below figure explained the level of influence in percentage.

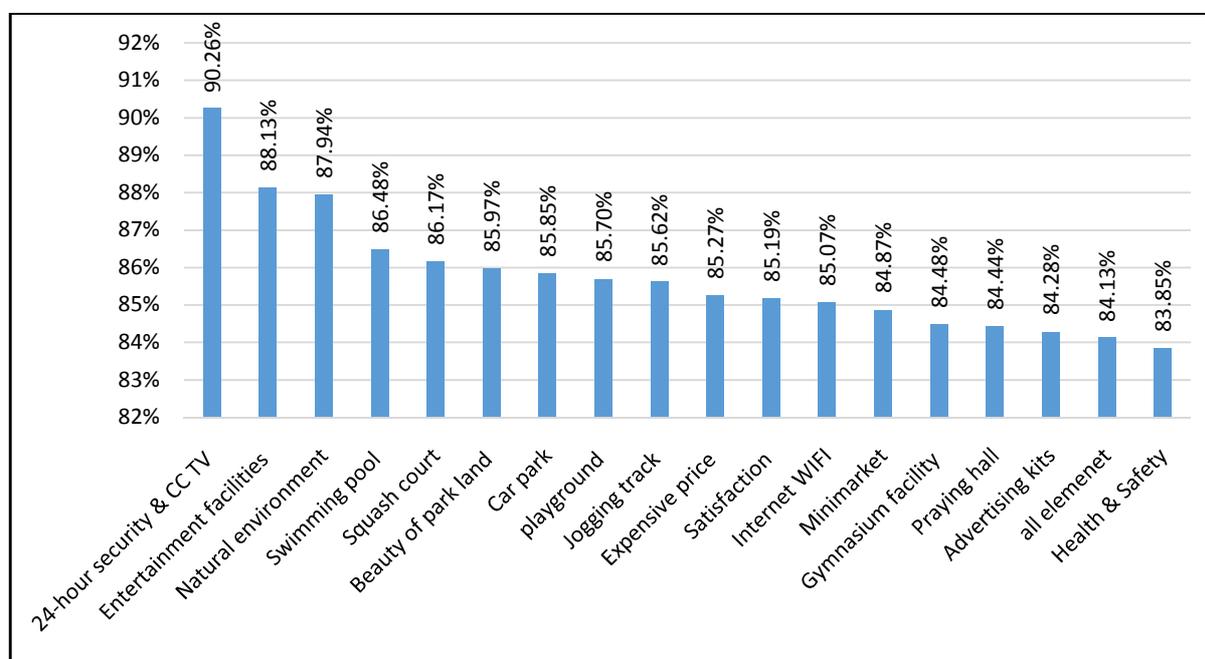


Fig. 6: The influence of environmental elements in property sales in percentage

The above graph shows the influence level in percentage of property sales in the market. The 24-hour security and CC TV system influence people 90.26% to buy the condominium housing unit. Because it is one of the most important environmental element, the respondents are agreed in 94.38%. The total entertainment facilities influence 88.13% and the natural environmental elements influence 87.94% to sales the property in the market. Swimming pool and squash court 86.48% and 86.17% influenced. The beauty of parkland, covered car park, children playground, jogging track and internet WiFi facilities influence almost same in 85.97% to 85.07% to sales the property. The minimarket, gymnasium, Praying Hall, advertising kits and overall environmental facilities are

influenced 84.87% to 84.13%. The overall health and safety facilities influence 83.85% to sales the condominium complex in Kuala Lumpur.

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Strongly Influence in Property Marketing Strategy to Succeed the Target Sales

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