



2011 International Conference on Risk and Engineering Management
Based on Gray Comprehensive Evaluation Method of Real Estate

Xiaojun Liu^a, Beibei Chen^{b*}

^a*Xi'an University of Architecture and Technology, Xi'an, 710055, China*

^b*Xi'an University of Architecture and Technology, Xi'an, 710055, China*

Abstract

With China's rapid economic development, real estate market is changing from seller market to buyer market; residential development projects are also facing increasing challenges. To make real estate development companies healthy and sustainable in this economic environment and not waste of resources; companies must understand the customer's needs. This paper uses gray comprehensive evaluation to find the most popular residential customers of its analysis from the perspective of the customer. The purpose of the paper is make developers give full consideration to the needs of customers to enhancing their own competitiveness.

Key words: Grey comprehensive evaluation; Real estate projects; Customers

1. Introduction

Property is a special commodity, and its useful life for a long time, high prices, not moving, and it is also the posterior of a feature, consumers can not completely feel before buying real estate in the quality and function, and because of its prices are high, most consumers can only purchase a lifetime, not a replacement, and can easily return to^[1]. The frequency of buying a house far less than other commodities, in view of the difference with other products, customers in all aspects of buying factors to consider when, after careful consideration before making a decision. Real estate development companies only deal with these issues in order to make their products by consumers. Want to own real estate development enterprises to develop residential projects welcomed by consumers; we must understand the needs of customers. From the customer point of view, the factors affecting customer purchase analysis. Taking into account the factors that influence customers to buy a house more, and not all of the information is clear, so we can choose the most popular residential projects to be evaluated as a gray object.

* Beibei Chen. Tel.: 13759930290;

E-mail address: cbb123123@sina.com;

This paper is supported by the key discipline of Shaanxi Province.

2. Grey residential development project selection evaluation index system

It is difficult to determine customer's demand structure of real estate; we must understand what customers are most concerned about. After the investigation of the needs of customers, we can classify the main factors as follows.

2.1. Position factor.

First, it is the residential surrounding. The main consideration plot peripheral environment's forestation and the environmental protection, the customers compare like the excellent surroundings the housing conditions. Second, it is the traffic conditions. The traffic is very important to the modern urbanite, everybody hoped that occupies the place traffic to be developed, and the journey is convenient, rides in a carriage, transportation vehicles and so on subway to be possible to open access. Third, it is living facilities^[2]. This target contains the factor are many, for example whether there is market, hospital, school and so on and life related facility. Fourth, it is the infrastructure. Mainly contains factors and so on heating, water supply, power supply. The north winter temperature is quite low, the heating is quite important.

2.2. Community planning factors.

Firstly is the overall layout of the residential aesthetics. From the overall arrangement of housing, road building is considered. Secondly is the main area and viewing area. The design within the cell area and the house can watch the scenery is beautiful. The third is green and environmental protection. Now we all hope that their living environment green, vibrant. Fourth is acoustic environment. Whether the district can ensure that people in the rest of the time there is no noise, we do not interfere with normal sleep.

2.3. The price factor.

The first is the payment flexibility. Housing prices are high, so customers hoping to solve the problem by way of loans, so it is very important to many customers. Secondly is the housing price. Customers should consider their own affordable price range.

2.4. Quality factors.

Housing quality and other commodities are not the same quality, remaining goods before buying customers are able to personally experience the quality and performance of goods, but before buying residential consumers are not able to understand the quality. Housing is generally the period of use for several decades, the quality is very important. First, developers brand. A good developer often gives customers a psychological assurance. Second is the property company's brand. As the housing are relatively long useful life of, housing in its entire life cycle, there will always be some problems, these problems mainly by property companies, a good property company to consumers later in life can bring a lot of convenience. Third is the construction quality. The useful life of residential projects is 70 years, so the construction quality is very important.

2.5. summary

The establishment of factors affects the customer to buy a house evaluation system is as follows^[3].

The target layer is the customer most satisfied with the housing; criteria level, including location factors B1 (residential surroundings C1, traffic conditions C2, living facilities C3, infrastructure C4), community planning

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات