

# RESEARCH ON MARKETING STRATEGY OF LDH ARCHITECTURAL DESIGN\*

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## Abstract

Social progress and scientific and technological development have promoted the development of China's infrastructure construction, driven the rise of the real estate industry, and promoted the prosperity and development of the building decoration industry. But in recent years, the decline of social economy makes the economic main body for investment issues a wary attitude, decoration industry admittance threshold is low, the entry of more small adornment company, vicious competition phenomenon, many decoration company is closed because of bad management, therefore, the decoration industry marketing strategy problem has important practical significance. This paper takes LDH Architectural Design Firm (hereinafter referred to as LDH DESIGN) as the research object to study the marketing strategy of the company. The problem is quite common in the industry. The results of this paper hope to help other companies of the same type to establish a set of feasible marketing strategy, enhance the overall competitiveness of the industry, and achieve the purpose of driving the sustainable development of other enterprises in the industry.

**Keywords:** Marketing, Architectural Design, Strategy

## Introduction

With the rapid development of urbanization in China, the architectural design industry has developed vigorously in the past decades. The diversification of participants in the architectural design market, the serious homogeneity of products, the diversification of owners' demands, and the unreasonable industrial structure lead to excessive competition, all of which make the competition in the architectural design market extremely fierce. At the same time, a series of unstable and complex international macroeconomic environment has brought considerable impact on China's construction industry, which makes the development of architectural design industry facing more severe challenges. In addition, the COVID-19 pandemic has had a huge socio-economic impact. As a result, new residential space in 2021 showed a negative year-on-year growth, which further dampened the market in the architectural design industry. As the newly started floor area of residential and commercial housing continues to decline and even shows negative growth in 2021, the degree of competition in the architectural design

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market is further intensified. As a consulting service industry, architectural design industry has gradually shifted from price competition and product quality competition to brand image competition, customer group competition and service competition. Therefore, in the current market environment, architectural design enterprises urgently need to manage marketing, in order to enhance the competitiveness of enterprises.

LDH DESIGN has an international vision and a special perspective on space value, and creates a new paradigm by combining global concepts with experience. It provides international architectural, interior and other overall space environment design including: catering space, commercial space, boutique hotel, club space, luxury residential and art consultant design company. The company's business is mainly concentrated in the field of catering space LDH DESIGN. The business is relatively single, the marketing concept is relatively traditional -- focusing on technology rather than marketing, and the market development is limited. These factors have become obstacles to better and faster development of LDH DESIGN. Therefore, in the increasingly fierce market competition, It is particularly important for LDH DESIGN to correctly identify its own advantages and disadvantages, rationally allocate corporate resources, avoid risks, maximize corporate marketing value and expand market share with the lowest marketing cost based on the macroeconomic environment, industry environment and internal resources of the company. This is also based on the market competition environment, the urgent needs of healthy and sustainable development of enterprises.

However, in the Internet era, consumer behavior changes, even through within the traditional decoration industry. However, traditional decoration services have been difficult to meet the needs of current consumers. With the rise of the Internet design industry, architectural design has ushered in earth-shaking changes, and market competition is increasingly intensified.

LDH DESIGN adheres to the concept of "doing valuable design" to complete the space design. Integrating the logical system among aesthetics, commerce, culture, design and space, he is good at applying architectural spatial thinking and promoting the practice of "deconstructing form" conceptualization. Create works that are aesthetically, pragmatically and economically symbiotic. At present, the network is the main publicity media. In the face of the current situation, LDH DESIGN needs to put forward marketing optimization strategies to improve service quality, so as to enhance core competitiveness and face market challenges.

Therefore, this article is based on the detailed study of marketing related theory, analysis of LDH DESIGN at present market environment and internal environment, in the context of the Internet, to the company's marketing strategy, targeted optimization research. The purpose of this paper is to provide new ideas for enterprise development, improve the economic benefit, to cope with the increasingly fierce market competition.

## Objectives of the Study

There are typically two objectives of this study as follows:

- 1) To explore the marketing strategy of LDH agricultural design and
- 2) To seek to provide new ideas for enterprise development, improve the economic benefit, and cope with the increasingly fierce market competition

## Literature Review

Marketing research was born in the United States at the beginning of the twentieth century. The Wisconsin school, the New York School, the Harvard School and the Midwest school all made great contributions to the early development of marketing. In the twentieth century 50s, Borden (1984) found that goods in the process of sales are influenced by the factors of market variables and, thus the enterprise when carries on the marketing need to attach importance to this effect, finding the best marketing methods, based on this puts forward the concept of "marketing mix", think the enterprise marketing behavior of the entire activity is combining multiple controllable measures. Professor McCarthy put forward the famous 4P theory, in which four marketing elements can point out the marketing direction for the manufacturers at that time, which has achieved good practice effect (Balmer & Gray, 2000). However, with the increasingly fierce market competition and the increasingly important position of consumers in the process of value chain, 4P marketing theory cannot well meet the requirements of time, individuality and diversification, and there are problems such as too simple, lack of clear classification standards, production-oriented, and marketing separation from other activities of enterprises. In this context, an American scholar proposed the 4C theory in the 1990s (Bargenda, 2018). In the early 21st century, Coskun et al. (2013) and Moldof (2014) proposed the 4R marketing theory. Subsequently, on the basis of the original 4P theory, 3P was added to form the 7P service marketing theory. With the continuous progress of The Times, marketing theory is constantly developing and improving, which can not only better guide the actual operation of enterprises, but also promote the continuous progress of society.

In the process of development, marketing is gradually applied to many industries, especially in the construction industry in developed countries, a series of research results have been produced, and the development of enterprise marketing strategy management is very mature (Liu, 2018; Su, 2017; Wang, 2015). Irem studied the marketing situation of the construction industry through a questionnaire survey of Turkish construction enterprises, and found that most construction enterprises had low marketing positioning and did not realize that marketing could bring good profits to enterprises (Ge and Wu, 2011). Then Irem introduced to the quality function deployment (Quality Function Development) building enterprise marketing decision, think that construction enterprises in the design before the finished product need to give full consideration to the actual needs of customers, as far as possible through the early stage of the design to meet customer demand, improve customer satisfaction, then promote the development of enterprise marketing activities. Lu (2017) investigated 91 construction industry owners in southern Cyprus, and found that the owners not only required the contractors to complete the project with quality and quantity guaranteed according to the signed contract, but also required the contractors to have a deep understanding and quickly meet the needs of the owners.

At present, marketing theory has been applied to many professional fields in the process of development. In the construction industry, many foreign large multinational enterprises have formed mature, advanced and distinctive marketing concepts and marketing models, which have promoted the expansion and development of their markets.

However, there is no systematic research on how to introduce, develop and perfect the marketing concept and marketing strategy of architectural design enterprises.

Compared with foreign research focuses, domestic research on marketing started relatively late, until after the reform and opening-up policy, has been gradually introduced to domestic, abroad marketing theory though for marketing research relatively late in China, there is no form like western mature theoretical system, but also in the market marketing theory in this field has been booming, especially after the ninety s, The development speed is very fast, emotional marketing (Chen, 2019; Sheng, 2015; Zhou, 2018; Kuo et al., 2010). Relationship marketing Theory not only conforms to the development trend of The Times, but also injects new breath into the research of marketing theory in China. For example, after analyzing the data from 2008 to 2013, it found that the five fields most concerned by scholars at present are consumer behavior, general marketing management, product, brand and service marketing (Ren et al, 2018). The attention of relationship marketing continues to decline, while the attention of marketing channels, network marketing and other new marketing methods increases significantly (Tan, 2019). Based on the current global data volume rendering "blowout" growth and appear the phenomenon of "big data", it found that big data can make consumer behavior more character, more rational, and power-law distribution, and this requires enterprises in the marketing decision-making processing and analysis of concerned, formulate marketing strategy when the need for accurate positioning, actively respond to the accelerated shortening of channels, promotion reliance on the Internet and further improve the price transparency of the challenge. Li et al. (2020) believes that enterprises must change their marketing concepts and innovate marketing strategies from product design to highlight personalized consumer experience, optimize customer experience, design experience model, attract mobile terminal user groups and other aspects.

At present, in China's architectural design industry, due to the influence of planned economy, these enterprises are not sensitive to customer satisfaction and lack of marketing innovation ability, resulting in a significant decrease in the income from marketing investment. Therefore, in order to further improve the current marketing situation of state-owned architectural design enterprises, this paper applies marketing theory to the architectural design industry, and takes the marketing management of LDH DESIGN as the research object to study the optimization of marketing strategy of state-owned architectural design enterprises.

## Research Methodology

This paper adopts the research method of combining theory with practice to conduct empirical analysis by combining marketing theory with the external environment and its own resources faced by the company. The key research methods are as follows:

(1) Literature review method: study a large number of international and domestic existing research results and marketing literature of the architectural design industry to clarify the research path and research methods.

(2) Theoretical application analysis method: Combined with the actual situation of LDH DESIGN, marketing, market positioning, SWOT analysis model, etc., put forward marketing optimization strategy.

Through investigation and investigation, the status quo, problems and causes of LDH DESIGN marketing are analyzed, including subjective and objective reasons. For the future enterprises to achieve speed and efficiency, reverse the adverse situation in the operation, win a larger market and formulate effective marketing strategies. In combination with the development status, existing problems and adverse situation of China's real estate industry, as well as the development status and situation of the decoration industry affected by this, the company's marketing environment is elaborated from both macro and micro aspects and an in-depth SWOT analysis is carried out. SWOT analysis is an important tool for strategic management and marketing activities analysis in the field of management. Through in-depth analysis of the strengths, weaknesses, opportunities and threats of an enterprise, we can objectively understand the internal and external situation faced by the enterprise and its internal and external resources, so as to take appropriate strategies more objectively.

## Findings and analysis

The good development momentum of the building decoration industry and the favorable national policy support make many people with lofty ideals enter the market rapidly in a short period of time, which makes the original fierce competition of the market more and more hot. However, it is imperative for LDH DESIGN to carry out enterprise management measures such as internal and external environment analysis, self-analysis, market opportunity and threat analysis, reform for the deficiencies of enterprises, and precise positioning marketing strategy in order to maintain a good situation and win a place in the decoration field in the highly competitive market. Based on enterprise marketing management theory, this paper takes LDH DESIGN's operation and management as an example for comprehensive analysis:

(1) Combined with the design of LDH DESIGN marketing present situation analysis, found that the main problems the following aspects: only public building decoration customers as the main development goals, customer single source: single market channels, lack of professional market development and management, pricing strategies lack of flexibility and diversity: the company organization structure is unreasonable, no independent Marketing Department.

(2) On the basis of the analysis of the marketing environment of LDH DESIGN, the company's marketing mix strategy is put forward: first, the development of public clothing as the main marketing strategy, luxury private customization as a supplement, and the development focus gradually inclined to luxury private customization; Second, reasonable positioning of the price, the development of a variety of price plans, to give customers a variety of choices; Three is to give full play to the information function, build the whole enterprise website, website marketing with personnel marketing, media marketing, on-site marketing combination, to achieve multi-channel marketing; four is the publicity strategy ahead of marketing strategy, in the field of marketing and the first to enter the market, multi-channel parallel marketing.

(3) Dalian Van Gogh Decoration company marketing strategy safeguard measures. One is the organization safeguard measures, adjusting the unreasonable original organization, increase the Marketing Department and r & d department: the second is personnel safeguards, security, stability, professional: third, information technology security measures, make the enterprise keep pace with The Times, in the era of big data set up their own marketing platform, to show strength and achieve business docking; Fourth, corporate culture construction safeguard measures, adhere to customer demand-oriented, the implementation of full marketing strategy, strengthen team cooperation ability. Through these four guarantee measures, the successful implementation of LDH DESIGN marketing strategy is finally achieved

Moreover, In the writing process of this paper, the domestic and foreign marketing theories related to this topic are sorted out, and the segmentation fields of architectural design such as product characteristics, marketing and enterprise market positioning are systematically studied, so as to further enrich and improve the marketing theories related to architectural design and broaden the breadth and depth of architectural design marketing research. It can not only provide strong theoretical support for LDH DESIGN's marketing strategy optimization, but also provide a relatively complete theoretical basis for enterprises to carry out marketing activities and market development, as well as provide theoretical reference for the construction of marketing system of other asset-light service consulting companies targeted at enterprises.

Finally, through analysis and research, this paper formulated the LDH DESIGN including; Focusing on core products, we should strengthen product lines, establish a scientific and perfect pricing system, lay out diversified marketing channels and expand marketing strategies. The implementation of this marketing optimization strategy is not only conducive to improving the market share of architectural design enterprises, but also conducive to improving the overall marketing ability of the company, and ultimately help enterprises achieve large-scale, sustainable and healthy development. The research also provides reference for similar enterprises to carry out marketing activities and market development practice.

## Conclusions

This article is on the LDH DESIGN on the basis of the analysis of the current marketing strategy, and put forward the marketing strategy of the optimization scheme and all measures to ensure the smooth operation of marketing optimization scheme and the sustainable development of the LDH DESIGN has a certain significance of LDH DESIGN, but most of the research is still in the exploratory stage, needs to be further implemented within the company, and according to the feedback information to verify the feasibility of the research results.

This paper obtained marketing materials from LDH DESIGN, which can only represent LDH DESIGN and cannot fully reflect all the problems that may occur in the marketing of the whole construction industry; Although the optimization scheme is derived from practice, it has some limitations in the combination of theory and practice because the theoretical research is not deep enough.

Due to the time between work and study, I did not systematically study marketing theories and other relevant knowledge, which led to many difficulties in the writing process of the paper. Although the materials of the paper were selected from practical work, the combination of theory and practice was not thorough enough. All these are pending in the future work to strengthen learning and constantly improve the level of theory applied to practice, the management knowledge learned to apply to practical work, with advanced theoretical knowledge to guide the work.

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