Analysis on the Influencing Factors of the Performance of Jindi Real Estate Market

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Abstract: Market performance refers to the price, output, profit, product quality, technical progress and other final economic results of enterprises in a certain market structure through certain market behavior, as well as their impact on the overall social welfare, reflecting the efficiency of the real estate market operation and the advantages and disadvantages of resource allocation. The quality of economic benefits directly reflects the size of the core competitiveness of an industry, and is also the foundation of the existence of the industry. Therefore, it is very important to evaluate the performance of the real estate market. This paper studies the development and influencing factors of Jindi real estate industry, constructs the evaluation index of market performance of Jindi real estate industry, and makes an empirical analysis on the development of Jindi real estate industry by using reasonable evaluation methods. Find out the advantages and disadvantages of Jindi real estate industry development, and formulate appropriate policies and real estate development strategies for Jindi according to the specific development situation.

Keywords: Estate Market;Market performance;Impact factors;Stress economic effects

1. Review of Related Literature and Studies

1.1 Related Literature and Studies

In recent years, event marketing has been widely carried out in domestic enterprises. Some scholars who study event marketing have also summarized the following main theories.

1.1.1 Performance theory, Richard Swanson (1987) believes that human resource development is a process of continuously improving organizational performance through employees' ability.

1.1.2 At present, BSC balanced score card is more popular in China. The so-called balanced scorecard mainly measures enterprise management performance from customer service, customer service, process flow, growth, finance and finance; In terms of supply chain management, there are 3P management theories, mainly people, process and performance, which organically combine performance appraisal with organizational structure, people and process.

1.2 Relevance of Related Literature and Studies to the Current Study

1.2.1 Research Status Abroad

Although the western industrial organization theory has been very perfect and pays more attention to the market structure, market behavior and market performance, there are few foreign literatures directly studying the market performance of the real estate industry, and most of the relevant studies indirectly reflect the market performance of the real estate industry through the housing construction industry in the real estate industry, Most foreign scholars use market share to analyze. Nicol. C, Hooper. A (1999) in order to study the changes of market share of different types of enterprises in the housing construction industry, the British housing construction industry from 1980 to 1995 was selected as the research scope. The results showed that the market share of large enterprises decreased slightly at the beginning of the period and that of medium-sized enterprises increased slightly, while the two types of enterprises showed opposite development trends at the end of the period, This reflects that the market performance of the British housing construction industry changed greatly at that time. Ball (2003) through a large number of reading and commenting on the achievements of predecessors in the UK housing construction industry, and directly using the qualitative analysis method, believes that the UK housing construction structure is a very complex market structure, which is between monopoly and complete competition. Murat kiyilar and alihepsen

(2010) in order to study the influencing factors of housing market performance in Romania and Turkey, collected the performance impact index data from 2004 to 2009, conducted an empirical analysis by using the Granger test method in econometrics, and found that the main influencing factors are the proportion of housing loans and long-term loan changes of the world economy in the two countries.

1.2.2 Domestic Research Status

Ren Chunyang (2012) reviewed several periods of the development of China's real estate market in detail, pointed out several main problems existing in China's real estate industry by using relevant data, and put forward valuable suggestions on land reform management, financing channels, affordable housing and local government performance appraisal system in combination with the development experience of foreign real estate market. Based on the research on the characteristics of China's real estate industry, Liu Shufeng made in-depth research on the characteristics of China's real estate industry, and finally put forward his own suggestions on the basis of his predecessors' research on the characteristics of China's real estate industry. Using the relevant theories of industrial economics, Chen Yan (2009) selected some Chinese real estate listed companies from 2005 to 2008 as the research object, and used the factor analysis method to draw the conclusion that the performance of China's real estate listed companies is declining, so as to reflect the continuous decline of real estate market performance. Yang Yanlin and Li Li (2009) analyzed the market concentration and market performance of China's real estate industry by using the industrial organization theory, and explained that the market concentration and market performance of China's real estate industry are positively correlated, that is, when the market concentration is very low, the market performance of real estate is also very low. Bai Tao (2008) studied the market performance of the real estate industry by using indicators such as sales revenue, profit margin, vacant area of houses and idle area of land. The research shows that the low market performance of the real estate industry has a great relationship with market monopoly. Therefore, it is suggested that the government should adopt control methods of comprehensive land control, financial credit and tax policies. Shi Lei (2009), Wang Ting (2009) and other scholars all use the data envelopment analysis method, take the real estate listed companies in Shanghai and Shenzhen as the research object, reflect the performance level of China's real estate market, and finally put forward their own suggestions. Chang Lei (2004) systematically studied the industrial organization theory and China's real estate market for the first time, focused on the problems existing in the performance of China's real estate market, and put forward relevant countermeasures from the two aspects of government macro-control and enterprise self-management.

2. Presentation, interpretation, and analysis of the data

2.1 Descriptive Statistical Analysis

According to the real estate performance evaluation index system constructed in this paper, in order to make a comprehensive evaluation of the real estate market performance of Jindi vertically, based on the enterprise annual report, this paper selects the index data of Jindi group from 2010 to 2019, and uses SPSS software for factor analysis and evaluation.

2.2 Reliability And Validity Analysis Of The Questionnaire

Table 3 Explanation of Total Variance

	component	Initial Eigenvalue Total	Initial Eigenvalue Variance %	Initial Eigenvalue cumulative %
1	1	7.673	76.73	76.73
2	2	1.199	11.992	88.722
3	3	0.594	5.941	94.664
4	4	0.336	3.357	98.021
5	5	0.106	1.059	99.079
6	6	0.065	0.648	99.727
7	7	0.023	0.232	99.959
8	8	0.004	0.041	100.0
9	9	3.067E-05	0.0	100.0
10	10	-6.34E-17	-6.34e-16	100.0

Extraction method: principal component analysis.

After observing table 2 and Figure 3, we can see that there are two characteristic terms greater than 1, and the specific value of the contribution rate of the cumulative equation of these two factors has reached 88.722%, that is, the explanatory degree of these two factors to the scale is 88.722%, indicating that 88.722% of the original variables are retained in the principal component, and the

component is obviously greater than 60%,It can be proved that the questionnaire has good construct validity.

Figure 3 gravel map

Table 4 component matrix A

component	1	2
Number of shareholders	-.789	-.471
Investment completed this year	.961	-.080
Land area purchased this year	.936	-.113
New construction area	.966	-.073
Completed area of commercial housing	.911	.334
Sales of commercial housing	.986	-.070
Sales area of commercial housing	.957	.048
Business income	.840	.269
Total profit of enterprise	.859	-.363
number of people engaged	-.395	.794

Extraction method: principal component analysis.

a. Two components were extracted.

Through the observation of Table 4 (component matrix), we can see that the above items can be summarized as two common factors after the common factors of 10 indicators are extracted by principal component analysis.After naming the two common factors extracted from the items under different variables, we can get the common factor F1 (economic index), which is composed of the number of shareholders, the amount of investment completed in this year, the area of land purchased in this year, the area of new construction, the completed area of commercial housing, the sales volume of commercial housing, the sales area of commercial housing, the business income of enterprises and the total profit of enterprises,The common factor F2 (employees) is composed of the number of employees.Two principal component expressions can be obtained from the above table:

F1=-0.28X1+0.35X2+0.34X3+0.35X4+0.33X5+0.36X6+0.35X7+0.30X8+0.31X9-0.14X10

F2=-0.43X1-0.07X2-0.10X3-0.07X4+0.31X5-0.06X6+0.04X7+0.25X8-0.33X9+0.73X10

3. Research conclusion and prospect

3.1 Summary

On the basis of summarizing the domestic and foreign research on the performance of the real estate industry, according to the characteristics of the real estate industry of Jindi, and drawing on the previous research results, this paper establishes the performance evaluation index system of Jindi real estate.With the help of SPSS software, this paper makes an empirical analysis on the real estate market performance indicators of Jindi real estate company from 2000 to 2019.The main achievements of this paper are as follows

(1) The concept of real estate performance evaluation is defined.This paper studies the connotation of the real estate industry, and defines the performance evaluation of the real estate industry.

(2) This paper compares several common performance evaluation methods of real estate industry, analyzes the advantages and disadvantages of each method, and chooses factor analysis method as the evaluation method of this paper.

3.2 Conclusions

Through the previous strict demonstration, we can draw a conclusion that special events have a positive impact on the performance of Jindi real estate. Especially in Enterprises: the number of shareholders, the amount of investment completed this year, the newly started area, the completed area of commercial housing and the sales area of commercial housing. Business income, total profits and the number of employees will affect Jindi enterprises

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