

# A study on Strategic Marketing Practices and Customer Buying Behaviour in the Ready-Mix Concrete Infrastructure Sector

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## Abstract

The RMC sector plays a vital role in supporting infrastructure development, urbanisation, and construction activities. Amid intense competition, these sectors are adopting strategic marketing practices to strengthen their market position and influence purchasing decisions. The sector primarily serves business customers, including industrial clients, government agencies, construction companies, and contractors. These customers evaluate suppliers based on product quality, pricing, timely delivery, service quality, and brand reputation. This article examines how product strategy, pricing strategy, delivery efficiency, service quality, and brand image influence the purchasing behaviour of RMC infrastructure customers. It also assesses the extent to which these strategies contribute to customer satisfaction and purchase intention. A quantitative and qualitative research design is adopted, using a structured questionnaire to collect data from RMC infrastructure customers. Factor analysis, reliability analysis, and regression analysis are utilised to test the hypotheses and analyse the data. The study reveals that strategic marketing practices influence purchase intention. The article underscores the importance of strategic marketing practices in strengthening customer engagement and enhancing organisational competitiveness. It extends strategic marketing concepts to the ready-mix concrete industry, an area that has received limited academic attention. It provides valuable insights for construction industries, infrastructure companies, policymakers, and marketing managers. The study offers recommendations for ready-mix concrete manufacturers to frame effective marketing strategies to achieve long-term organisational growth.

**Keywords:** RMC, Strategic marketing, service quality, pricing strategy, customer satisfaction

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## Introduction

The construction sector is one of the major suppliers to infrastructure development and economic growth across the world. Smart city initiatives, industrialisation, rapid urbanisation, and increasing investments in public infrastructure projects have increased the demand for construction materials (Ali, 2019). Among these, RMC has arisen as a vital component due to its higher quality, durability, reliability, and competence in construction activities. Ready-mix concrete is manufactured using advanced batching plants and delivered directly to the sites, ensuring faster project execution, reduced material wastage, better quality control, and improved eco-friendly sustainability (Malsane et al., 2025). The RMC sector has experienced extraordinary growth over the past two decades owing to technological advancements, expansion of the real estate sector and increasing government expenditure on infrastructure development (Ambekar et al., 2026; Thiruvenghadam & Prakash, 2025). Many countries are investing heavily in affordable housing projects, airports, metro rail systems, bridges, highways, ports and smart city developments. These initiatives created considerable opportunities for RMC manufacturers while increasing competition among

market participants. Strategic marketing means systematic planning and execution of marketing activities designed to achieve the objectives of the industry (Hewlett, 1999). It includes market analysis, competitive pricing, product differentiation, customer segmentation, distribution management, customer service, and customer engagement. Strategic marketing empowers the industry to identify customer expectations, understand market conditions and develop innovative solutions that improve business performance and strengthen customer relationships (Hendriks, 1999). The RMC industry mainly operates in a B2B marketing environment, where buying decisions involve multiple stakeholders. The purchasing decisions of the customers are influenced by product quality, pricing, durability, delivery reliability, brand reputation and long-term business relationships (Ali, 2019; Biasioli, 1999). Thus, understanding customer purchase intention has become important for RMC manufacturers seeking to maintain customer loyalty and establish strong market positions. Strategic marketing in the RMC sector has evolved significantly due to CRM systems, advances in digital technologies, ERP and data analytics (Lee & Hung, 2005). RMC sectors utilise digital communication platforms, mobile

applications, and online service systems to provide technical support, improve customer engagement, and strengthen relationships (Thiruvenghadam & Prakash, 2025). Sustainability is encouraging manufacturers to promote eco-friendly production processes, reduce carbon emissions, and develop green concrete solutions that support sustainable construction practices.

Effective marketing strategies enable RMC to differentiate themselves from competitors by delivering superior value. Product strategy will help to develop high-quality concrete solutions, and pricing strategies balance profitability with customer value while enduring competitive within the market (Ambekar et al., 2026). The strategies of delivery ensure efficient and timely delivery through supply chain management. Promotional strategies will help to communicate technical expertise, create awareness of organisational capabilities and quality certifications. This article helps to address the research gap by examining how various marketing practices influence customer buying behaviour among RMC infrastructure customers (Halder, 2026). This article examines the impact of strategic marketing practices on customer buying behaviour in the RMC infrastructure sector. This study explores how strategic dimensions contribute to customer satisfaction, customer loyalty, purchase intention, and long-term business relationships.

#### **Research Objectives**

To ascertain the influence of product quality on customer satisfaction.

To examine the pricing strategy followed by the RMC industry and Purchase intention of ready-mix concrete customers.

#### **Research Questions**

How does product quality influence the buying behaviour of RMC infrastructure customers?

Which marketing strategy has the greatest influence on customer satisfaction?

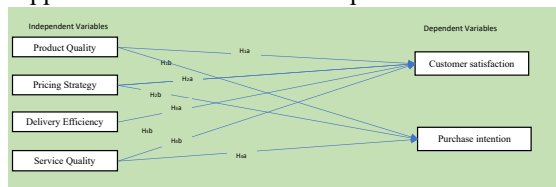
#### **1. Literature review and research framework**

In this highly competitive business environment, strategic marketing is one of the most important managerial functions. It empowers the RMC industry to analyse market opportunities, find customer needs, and create long-term value. Traditional marketing mainly emphasises increasing sales and promoting products. (Sudarsan et al., 2026) Strategic marketing is vital to customer acquisition and the growth of the RMC sector. Ahmed and Gupta (2020) RMC Industries implements effective strategic marketing practices to improve market performance, achieve customer satisfaction, and sustainable competitive advantage. Amit and Hitendrabargal (2015), the buying behaviour of customers determines organisational success and market sustainability. It is the process through which customers identify their needs, select suppliers, assess available alternatives and make purchasing decisions. Banerjee and Mukherjee

(2018), Purchasing decisions are more complex in B2B markets than in consumer markets because they involve multiple decision-makers, organisational policies, financial considerations and long-term contractual relationships. Infrastructure customers carefully evaluate suppliers based on technical competence, product quality, pricing policies, service reliability and delivery performance before making purchase decisions. Cheng (2010), product quality determines customer buying behaviour in industrial markets, and quality of products will reduce operational risks, improve customer confidence and increase customer satisfaction. Product quality is measured through strength, durability, compliance with manufacturing specifications, and adherence to quality standards. David, Mookerji (2022), Companies maintain higher customer retention and higher product quality; thus, they experience improved business reputation and repeat purchases. Garcia et al., (2017), Product quality is recognised as a strategic marketing tool for achieving long-term competitive gain. Pricing strategy is a major factor influencing customers' buying behaviour. Customers evaluate the product price, service quality, long-term benefits, and cost-effectiveness. He, Q and Luo, (2021), Competitive pricing, transparent quotations, flexible payment terms, and cost efficiency significantly improve customer satisfaction and purchase intentions. Infrastructure industries compare multiple suppliers before contracts, making pricing strategy a vital factor in supplier selection. Hou Xiaoli, Cheng Wanru. (2022), Customers compromise on delivery reliability and product quality, suggesting that value-based pricing is more effective than price competition.

Jaiswal, (2013), Relationship marketing is important in B2B marketing because customer relationships create better profitability. Trust, communication, cooperation, and commitment are essential mechanisms of relationship marketing. Katkhuda, and Shatarat, (2016), Long-term partnerships will reduce customer acquisition costs, increase customer loyalty, and strengthen competitive positions. Megawati Simanjuntak (2020), Close association between suppliers and construction companies facilitates customised solutions, efficient problem resolution, better project planning, and technical support, thus improving organisational performance and customer satisfaction. Pino et al. (2016) Brand reputation is one of the important strategic assets influencing the buying behaviour of customers. A corporate reputation improves customer confidence through organisational reliability, product quality and ethical business practices. Rachmawati et al., (2019) customers are interested in purchasing established brands because perceived risk is reduced. Brand reputation is built through consistent product quality

of ready-mix concrete. Strong brands contribute to supplier selection and customer preference.



Source: Primary Data

Figure 1.1 Conceptual Framework

## 2. Instruments and development of hypotheses

### 3.1 Product Quality

Product quality is the most important strategic marketing factor influencing customer buying behaviour in the RMC infrastructure sector. In infrastructure projects, customers expect materials to meet safety standards and performance requirements Reinaldo and Chandra, (2020). The quality of RMC is assessed based on its durability, consistency, strength, resistance to environmental conditions, and compliance with quality standards. A high-quality product will reduce construction defects, reduce maintenance costs, and improve the success of infrastructure projects. Customers aim to prefer suppliers who steadily deliver concrete that satisfies project expectations (Hewlett, 1999). Product quality is a technical attribute and a source of competitive advantage. Stringent quality control procedures, advanced batching technology, and skilled personnel help to build strong customer confidence. Product quality strengthens brand reputation, boosts customer satisfaction, and reduces customer switching behaviour.

H1a: Product quality influences Customer satisfaction.

H1b: Product quality impacts Purchase intention.

### 3.2 Pricing Strategy

It is a critical element of strategic marketing that influences customer buying behaviour in the RMC infrastructure sector. In B2B markets, the pricing decisions extend beyond offering the lowest price and focus on distributing superior value to customers. Infrastructure customers evaluate pricing based on factors such as product quality, payment flexibility, service support, delivery reliability, and project cost (Hendriks, 1999). An effective pricing strategy empowers RMC industries to remain competitive while confirming profitability and customer relationships. Volume-based discounts, transparent pricing policies, flexible payment terms and competitive rates reduce uncertainty during the process (Biasioli, 1999). Customers are interested in selecting suppliers who provide fair pricing that aligns with budgets without compromising quality or service standards. Pricing strategy is a powerful tool for competitive differentiation and market positioning. RMC manufacturers must carefully balance raw material

price fluctuations, production costs, market demand and transportation expenses while formulating policies.

H2a: Pricing strategy influences customer satisfaction.

H2b: Pricing strategy positively influences purchase intention.

### 3.3 Delivery Efficiency

Delivery efficiency influences the buying behaviour of customers in the RMC infrastructure sector. After production, the RMC has a limited workable life and must be delivered to the construction site within a specified time. Customers place importance on suppliers to ensure accurate, timely, and reliable delivery (Ali, 2019). Well-organised delivery systems reduce operational disruptions, optimise labour, reduce delays and contribute to the successful completion of construction projects. Infrastructure customers generally prefer suppliers who provide uninterrupted product availability, steadily meet delivery schedules, and respond fast to urgent project requirements (Lee & Hung, 2005). So, efficiency of delivery is a major criterion in customer purchasing decisions.

H3a: There is an association between delivery efficiency and Customer satisfaction.

H3b: There is an association between delivery efficiency and Purchase intention.

### 3.4 Service Quality

It is a strategic marketing factor that influences customer buying behaviour in the RMC infrastructure sector. Customers assess suppliers on the quality of the product and quality of services provided before, during, and after the sale (Malsane et al., 2025). It incorporates technical support, quick response to customer enquiries, effective communication, correct order processing, complaint resolution, and the ability to meet customer requirements. Infrastructure customers rely on suppliers who provide dependable services that support the efficient execution of construction projects. High service quality improves project coordination, reduces operational challenges, and boosts customer confidence in the supplier's ability to fulfil commitments (Nischal silwal, 2025). Service quality encourages repeat purchases, customer retention, and contributes to a positive organisational image. Continuous improvement in service quality enables the RMC sector to exceed customer expectations and achieve sustainable business growth.

H4a: Service quality influences customer satisfaction.

H4b: Service quality positively impacts Purchase intention.

### 3.5 Customer satisfaction

It is a vital factor of customer buying behaviour in the RMC infrastructure sector. Customer satisfaction is influenced by timely

delivery, competitive pricing, product quality, service quality, technical support, and the supplier's ability to fulfil project requirements (Thiruvenghadam & Prakash, 2025). Infrastructure projects involve strict construction schedules, financial investments and customers expect suppliers to deliver reliable products and services without compromising quality. Satisfied customers continue purchasing from the same supplier, recommend the company to other contractors, and establish long-term business relationships.

### 3.6 Purchase intention

It is the likelihood of purchasing products or services from a particular contractor in the future. It is an important stage in the decision-making process, where a customer chooses a specific brand based on the perceived value (Ambekar et al., 2026). It is influenced by competitive pricing, product and service quality, delivery efficiency, CRM, brand reputation and relationship marketing. Infrastructure customers carefully evaluate these factors before making decisions, as construction projects need reliable suppliers capable of meeting project timelines, technical specifications, and budgetary constraints (Sudarsan et al., 2026). Transparent communication, customised solutions, technical expertise, excellent customer service, competitive pricing, timely deliveries, and enhanced customer confidence thereby increase their willingness to engage in future transactions. High levels of customer satisfaction strengthen purchase intention, customer loyalty, and recommendations within the construction industry.

### 3. Methodology

This study adopts a quantitative and qualitative approach to observe the impact of strategic marketing practices on customer purchasing behaviour in the RMC infrastructure sector. The data were collected from RMC customers. The data were collected from civil engineers, procurement managers, infrastructure developers, contractors, builders, project managers and consultants who possess adequate knowledge in purchasing RMC. The secondary data were collected from government publications, industry reports, books, journals, conference proceedings and company websites to establish the theoretical foundation of the research. The questionnaire includes demographic information and statements measuring the main constructs of the research. Regression analysis is used to ascertain the influence of strategic marketing practices on customer buying behaviour. KMO value of this study is 0.859, and the Cronbach's Alpha value is 0.941.

### 4. Data analysis and results

**Table 1 (N=141)**

| Feature | Distribution |
|---------|--------------|
|         | Frequency    |
| %       |              |

|                      |                     |
|----------------------|---------------------|
| Age                  | Below 30            |
| 24.8                 | 35                  |
| 20.6                 | 29                  |
| 51.8                 | 73                  |
| 2.8                  | 4                   |
| Gender               | Male                |
| 61.7                 | 87                  |
| 38.3                 | 54                  |
| Marital Status       | Single              |
| 62.4                 | 88                  |
| 53                   | Married 37.6        |
| 27                   | UG 19.1             |
| 15.6                 | 22 PG               |
| 22                   | Diploma 15.6        |
| 49.6                 | 70 Other            |
| Monthly Income       | Less than Rs.25,000 |
| 11                   | 7.8                 |
| Rs.50,000            | 63 Rs.25,000-       |
| 44.7                 | 29                  |
| Rs.50,001- Rs.75,000 | 20.6                |
| Rs.1,00,000          | 3 Rs.75,001 -       |
| Rs.1,00,000          | 24.8 35 Above       |
| Year of experience   | < 5                 |
| 0                    | 0                   |
| 71.6                 | 101 5-10            |
| 11-15                | 18.4 26             |
| 9.9                  | 14 > 15 years       |

**Source: Author's own creation**

The findings show that 51.8% of respondents belong to the 41-50 age group, 24.8%

(35) respondents are in the Below 30 age group, 20.6% of respondents belong to the 30-40 age group, and only 2.8% of respondents belong to the above 50 years age group. This specifies that most of the RMC customers are in the 41-50 age group. The results show that 61.7% of customers are male and 38.3% are female. It shows that most customers in the RMC industry are male. Table 1 reveals that 62.4% of respondents are married and 37.6% (53) respondents belong to the category of single. According to this study, 49.6% of respondents belong to the other category. 19.1% of respondents hold a UG degree, and 15.6% completed a PG and diploma. It displays majority of the respondents belong to the other category. The findings show that 44.7% of respondents belong to the Rs.25,000 - Rs.50,000 income group, 24.6% of respondents earn more than Rs.1,00,000, 20.6% of respondents belong to the Rs.50,001 -Rs.75,000 income group, 7.8% of respondents belong to less than Rs.25,000 income group, and only 2.1% of respondents earn Rs.75,001 – Rs.1,00,000. 71.6% of respondents belong to the 5-10 years' experience category, 18.4% belong to the 11-15 years' experience category, 9.9% belong to the more than 15 years' experience category, and no respondents belong to the less than 5 years' experience category.

#### Testing of hypothesis

**Table 2**

| Model Summary <sup>b</sup>                                                                         |                   |          |                   |                            |               |
|----------------------------------------------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                                                                                              | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                                                                                                  | .850 <sup>a</sup> | .722     | .714              | .439                       | 2.018         |
| a. Predictors: (Constant), Service Quality, Product quality, Delivery efficiency, Pricing Strategy |                   |          |                   |                            |               |
| b. Dependent Variable: Customer satisfaction                                                       |                   |          |                   |                            |               |

Source: Primary Data

It shows  $R^2=.722$  and the adjusted  $R^2=.714$ . This displays that the above factors will explain 72% of the variance in customer satisfaction. The Durbin-Watson statistic of 2.018 indicates there is no autocorrelation. The regression fit was tested with the table below:

**Table 3**

| ANOVA <sup>a</sup> |                |    |             |   |      |
|--------------------|----------------|----|-------------|---|------|
| Model              | Sum of Squares | df | Mean Square | F | Sig. |

|   |            |        |     |        |        |                   |
|---|------------|--------|-----|--------|--------|-------------------|
| 1 | Regression | 68.062 | 4   | 17.016 | 88.492 | .000 <sup>b</sup> |
|   | Residual   | 26.151 | 136 | .192   |        |                   |
|   | Total      | 94.213 | 140 |        |        |                   |

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Service Quality, Product quality, Delivery efficiency, Pricing Strategy

Source: SPSS output

Table 3 shows that the values of  $F=88.492$  and  $P=.000$  are statistically significant at 1%. So, there is an association between strategic marketing practices and Customer satisfaction. The influence of each variables measured in the table below.

**Table 4**

| Coefficients <sup>a</sup> |                     |                             |                           |       |      |
|---------------------------|---------------------|-----------------------------|---------------------------|-------|------|
| Model                     |                     | Unstandardized Coefficients | Standardized Coefficients | t     | Sig. |
|                           |                     | B                           | Std. Beta                 |       |      |
| 1                         | (Constant)          | .463                        |                           | 2.167 | .032 |
|                           | Product quality     | .156                        | .163                      | 1.584 | .115 |
|                           | Pricing Strategy    | -.017                       | -.017                     | -.162 | .872 |
|                           | Delivery efficiency | .150                        | .159                      | 1.827 | .070 |
|                           | Service Quality     | .605                        | .612                      | 7.545 | .000 |

a. Dependent Variable: Customer satisfaction

Source: SPSS output

It observes service quality ( $\beta =.612$ ,  $t=7.545$ ,  $P=.000$ ) is significant @5% level. Therefore, service quality influences customer satisfaction.

Product quality ( $\beta=.163$ ,  $t=1.584$ ,  $P=.115$ ), Pricing Strategy ( $\beta=-.017$ ,  $t= -.162$ ,  $P=.872$ ), and Delivery efficiency ( $\beta =.159$ ,  $t=1.827$ ,  $P=.070$ ) are insignificant @5% level of significance. Thus, there is no relationship between Product quality, Pricing Strategy, Delivery efficiency and customer satisfaction.

#### Hypothesis tested

### Alternative hypothesis

#### Service quality influences customer satisfaction

**Table 5**

| Model Summary <sup>b</sup>                                                                         |                   |          |                   |                            |               |
|----------------------------------------------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                                                                                              | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                                                                                                  | .817 <sup>a</sup> | .668     | .658              | .492                       | 2.240         |
| a. Predictors: (Constant), Service Quality, Product quality, Delivery efficiency, Pricing Strategy |                   |          |                   |                            |               |
| b. Dependent Variable: Purchase intention                                                          |                   |          |                   |                            |               |

Source: Primary Data

Table 5 displays that  $R^2=.668$  and the adjusted  $R^2=.658$ . This indicates that the above factors will explain 67% of the variance in purchase intention. The regression fit was verified with the table below:

**Table 6**

| ANOVA <sup>a</sup>                                                                                 |            |               |     |              |        |                   |
|----------------------------------------------------------------------------------------------------|------------|---------------|-----|--------------|--------|-------------------|
| Model                                                                                              |            | Sum of Square | df  | Mean Squar e | F      | Sig.              |
| 1                                                                                                  | Regression | 66.261        | 4   | 16.565       | 68.385 | .000 <sup>b</sup> |
|                                                                                                    | Residual   | 32.944        | 136 | .242         |        |                   |
|                                                                                                    | Total      | 99.206        | 140 |              |        |                   |
| a. Dependent Variable: Purchase intention                                                          |            |               |     |              |        |                   |
| b. Predictors: (Constant), Service Quality, Product quality, Delivery efficiency, Pricing Strategy |            |               |     |              |        |                   |

Source: SPSS output

Table 6 demonstrates that the values of  $F=68.385$  and  $P=.000$  are statistically significant at 1%. Therefore, there is an association between strategic marketing practices and purchase intention. The influence of each variables measured in the table below.

**Table 7**

| Coefficients <sup>a</sup> |
|---------------------------|
|---------------------------|

| Model                                     |                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------------------------------------------|---------------------|-----------------------------|------------|---------------------------|-------|------|
|                                           |                     | B                           | Std. Error | Beta                      |       |      |
| 1                                         | (Constant)          | .400                        | .240       |                           | 1.666 | .098 |
|                                           | Product quality     | .127                        | .111       | .129                      | 1.150 | .252 |
|                                           | Pricing Strategy    | .026                        | .119       | .025                      | .217  | .829 |
|                                           | Delivery efficiency | .252                        | .092       | .261                      | 2.736 | .007 |
|                                           | Service Quality     | .483                        | .090       | .475                      | 5.357 | .000 |
| a. Dependent Variable: Purchase intention |                     |                             |            |                           |       |      |

Source: Primary Data

Table 7 observe delivery efficiency ( $\beta=.261$ ,  $t=2.736$ ,  $P=.007$ ) and service quality ( $\beta=.475$ ,  $t=5.357$ ,  $P=.000$ ) are significant @5% level. Hence, delivery efficiency and service quality have a positive impact on purchase intention.

Product quality ( $\beta=.129$ ,  $t=1.150$ ,  $P=.252$ ) and Pricing Strategy ( $\beta=.025$ ,  $t=.217$ ,  $P=.829$ ) are insignificant @5% level of significance. Consequently, there is no relationship between Product quality, Pricing Strategy and purchase intention.

### Hypothesis tested

#### Alternative hypothesis

**Delivery efficiency has a positive impact on purchase intention.**

**Service quality has a positive impact on purchase intention.**

### 5. Discussion

The research findings revealed that strategic marketing practices are vital in influencing customer buying behaviour in the RMC infrastructure sector. Customers assess suppliers based on product and service-related information and relationship-oriented factors rather than price. The RMC industries achieve sustainable competitive advantage by creating superior customer value through marketing strategies. Customers seek dealers who can deliver quality products, timely deliveries, dependable services, and continuous business support. Thus, RMC industries need to adopt customer-centric marketing practices to secure long-term contracts, enhance loyalty and strengthen customer satisfaction. Product quality is one of the most important factors influencing

customer buying behaviour. Customers place importance on durability, strength, consistency, and compliance of RMC with engineering standards. Superior product quality reduces operational risks, enhances customer confidence, and offers long-term supplier preference. High-quality product encourages repeat purchasing and strengthens brand reputation. The pricing strategy affects customer purchase decisions, and they are engaged with suppliers offering competitive and value-based pricing. Timely delivery, dependable product quality and technical support attract customers in the RMC industry. Superior service quality, fair pricing and operational reliability will attract and retain RMC customers. Timely delivery and uninterrupted product availability are vital in the RMC industry because construction activities are highly dependent on precise scheduling. Delays can increase project costs, interrupt construction processes, and affect project performance. Hence, customers prefer suppliers with effective transportation management, efficient logistics systems, and the ability to meet delivery commitments.

## 6. Implications

### Managerial Implications

The managers need to identify the marketing strategies that have the strongest influence on supplier selection and the buying behaviour of customers. Managers should develop customer-oriented marketing strategies that strengthen long-standing relationships with government agencies, consultants, contractors and builders. They need to offer customised concrete solutions, provide technical consultation, understand customer requirements, maintain transparent communication, and deliver reliable service quality. Maintaining regular customer interaction, resolving complaints efficiently, building trust and providing continuous support can improve customer satisfaction and repeat purchasing behaviour.

### Practical implications

This research is helpful to government organisations while developing guidelines that recognise supplier reliability, service quality, sustainability initiatives, and customer support in pricing considerations. It will help industry associations to design professional training programmes that strengthen capabilities of marketing within the RMC sector. Strategic marketing practices contribute to stronger supplier relationships, better-quality construction projects and higher customer satisfaction. Reliable RMC supply minimises material wastage, reduces construction delays, boosts project efficiency, and supports the timely completion of projects. The efficient infrastructure development improves transportation systems, better public services, promotes economic growth, employment generation, and higher quality of life.

## 7. Conclusion

The strategic marketing practices are influencing customer buying behaviour in the RMC infrastructure sector. In the competitive business environment, RMC industries rely on competitive pricing and product quality to achieve sustainable growth. RMC infrastructure sector needs to adopt a comprehensive marketing approach that integrates superior service quality, value-based pricing, product quality, efficient delivery systems, customer satisfaction, and long-term relationship management. The strategic marketing practices influence supplier selection, shape customer insights, strengthen purchase intention, and encourage business relationships in the long run. Quality of the product is one of the most vital factors in influencing customer buying behaviour. Customers prefer value-oriented pricing that balances cost with quality and service; timely delivery enhances customer confidence and ensures uninterrupted construction activities. Service quality contributes substantially to supplier preference and customer satisfaction. Customer satisfaction is an important outcome and serves as a foundation for positive purchase intentions and developing customer loyalty. Satisfied customers continue their business relationships and contribute to organisational growth.

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