



UNDERSTANDING THE BUYING BEHAVIOR OF READY-MIX CONCRETE MANUFACTURERS: EFFECTIVE MARKETING STRATEGIES.

Mr.Balasubramaniam.M,

Ph.D.,Research Scholar (Part-Time), School of Management Studies,
Vels Institute of Science, Technology and Advanced Studies (VISTAS),Chennai.

Email: mrbalasubramaniam@gmail.com

Dr.P.SasiKumar

Assistant Professor and Research Supervisor, School of Management Studies,
Vels Institute of Science, Technology and Advanced Studies (VISTAS),Chennai.

Email: sasikumar.sms@velsuniv.ac.in

Article History: Received: 010.04.2023 Revised: 26.05.2023 Accepted: 09.06.2023

ABSTRACT

This paper explores the buying behavior of ready-mix concrete manufacturers also it identifies the effective marketing strategies to target and engage the specific customer segment. Ready-mix concrete is a crucial component of the construction industry, and understanding the buying behavior of manufacturers is essential for suppliers and marketers. It utilizes a combination of qualitative and quantitative research methods, including surveys, interviews, and market analysis. The primary objective of this study is to gain insights into the decision-making process of ready-mix concrete manufacturers when purchasing raw materials and equipment, as well as selecting suppliers and service providers. Also it focuses on encountering the marketing strategies adopted by the Ready-Mix Concrete Manufacturers. There are multiple cement brands available in the market, so that it is very difficult process to make the brand selection. The present study focuses to analyze the impact of marketing

strategies and the buying behavior of Ready-Mix Concrete Manufacturers. Hypothesis testing was carried out in this research to summarize the key factor that influenced the buying behavior.

Key words: Cement, Buying behavior, marketing strategy, customer relationship management, product differentiation, digital marketing and identifying target market.

1. INTRODUCTION

This study emphasizes the importance of building strong relationships with manufacturers by understanding their specific needs, providing proper solutions and continuously adapting to their evolving requirements. Collaboration with industry associations and leveraging word-of-mouth referrals are also highlighted as effective strategies to enhance brand reputation and reach within the ready-mix concrete manufacturing sector. Based on the identified buying behavior patterns, the effective marketing strategies can be employed to target and engage ready-mix

concrete manufacturers. These strategies encompass both traditional and digital marketing approaches, including product differentiation, customer relationship management, value-added services, personalized communications and online platforms for information exchange and ordering. This research aims to assist suppliers and marketers in developing targeted marketing campaigns that align with the buying behavior and preferences of ready-mix concrete manufacturers. By understanding their needs and effectively communicating the value proposition, companies can establish long-term partnerships and gain a competitive edge in this dynamic and vital industry.

2. REVIEW OF LITERATURE

Michal Weiszer, Gabriel Fedorko, Viero Slav Molnar, Zuzana Tuckova, and Milos Poliak (2020) stated that policy evaluation for transport of ready-mix concrete involves assessing and analyzing the effectiveness, efficiency, and impact of existing policies related to the transportation of ready-mix concrete. This include improving the sustainability of concrete transportation, reducing transportation costs, minimizing environmental impacts, enhancing safety, or increasing efficiency. The specific approach and methodologies used for policy evaluation may vary depending on the context, available resources and the desired level of analysis. It is essential to involve relevant experts, stakeholders, and policymakers throughout the evaluation process to ensure a comprehensive and effective assessment.

Anjay Kumar Mishra (2019), examined that the influential marketing strategies are adopted by cement industries to effectively promote their products and engage customers. Cement plays a crucial role in

the construction sector, and successful marketing strategies are essential for cement manufacturers to differentiate themselves in a competitive market and maintain a strong market presence. The primary objective is to provide insights into the strategies that have been successful in attracting customers, building brand loyalty, and driving sales growth.

Karthik Prabhu.R, Sampath Kumar.K (2018), ascertained that choosing the right equipment is vital for ensuring quality and efficient operations. Equipment should be selected based on the specific requirements of the project, expected production volumes, and the type of concrete being produced. The regular maintenance and inspections are essential to keep the equipment in optimal condition. This includes scheduled maintenance tasks like lubrication, cleaning, calibration, and replacement of worn-out parts. Following the manufacturer guidelines and conducting inspections help to identify any issues early on and prevent costly breakdowns or quality problems.

Arijit Maity (2014) this paper investigates the impact of external influencer recommendations on the purchase behavior process of cement selection. Cement is a crucial material in the construction industry, and understanding the role of external influencers in the decision-making process it is essential for cement manufacturers and marketers. It highlights the value of leveraging influencer marketing strategies. The cement manufacturers can engage with the influencers through social media collaborations, content partnerships, and testimonials to amplify their reach and influence on potential customers

Manjunatha L R, Sandya R Anvekar, Savitha Sagari S, Archana Kumarswamy (2014), this paper explores the customer

preferences and perceptions regarding the quality and services associated with ready-mix concrete. The Ready-mix concrete plays a significant role in the construction industry and understanding the customer perspectives on its quality and sustainability attributes. This is very crucial for the manufacturers and stakeholders. The ready-mix concrete suppliers can effectively differentiate themselves in the market, enhance customer satisfaction, and contribute to sustainable construction practices.

Vilas S. Balgaonkar (2011), found that the construction industry is expanding globally, driven by population growth, urbanization, and infrastructure development. Ready-mix cement is a fundamental component in construction projects, including residential, commercial, industrial, and infrastructure sectors. The rising demand for construction activities directly translates into a growing market for ready-mix cement. The Ready-mix cement offers significant advantages over traditional on-site concrete mixing. It provides convenience and time efficiency as it is delivered pre-mixed to construction sites. This eliminates the need for on-site batching, reduces labour and equipment requirements, and speed up construction timelines. These benefits make ready-mix cement an attractive choice for contractors and builders.

3. READY MIX CONCRETE

Ready-mix concrete refers to “concrete that is produced in a batching plant or factory and delivered to construction sites in a ready-to-use form”. It is a popular choice for construction projects due to its convenience, consistent quality, and time-saving benefits. The Ready-mix concrete has become an integral part of the construction industry, offering convenience, quality and

customization. Its use continues to grow as construction practices evolve and emphasize efficiency and sustainability. The ready-mix concrete industry plays a vital role in supporting construction projects of all scales and complexities.

The ready-mix concrete (RMC) industry plays a vital role in the construction sector, providing a convenient and efficient solution for builders and contractors. To succeed in this competitive market, it is essential for ready-mix concrete manufacturers to understand the buying behavior of their target customers.

a. QUALITY AND CONSISTENCY

The Ready-mix concrete manufacturers prioritize the quality and consistency of the product. To attract and retain the customers, it emphasize the high quality of concrete, highlighting its strength, durability, and adherence to industry standards. Implement a rigorous quality control system and obtain certifications to build trust and credibility among the buyers.

b. MARKETING STRATEGY

Develop informative content and marketing collateral that emphasizes the quality control processes, testing methodologies, and certifications. Provide case studies and testimonials from satisfied customers to reinforce the claims. Focus on creating a strong value proposition by emphasizing the benefits that set for product apart from the competitors. Highlight the cost savings derived from reduced wastage, improved efficiency, and faster construction timelines. Offer flexible pricing options, discounts for bulk orders, and loyalty programs to incentivize long-term partnerships.

c. PRICING AND VALUE PROPOSITION

Price is a critical factor in the buying decision of RMC manufacturers. However, it is important to note that price alone does not determine the purchase. The manufacturers seek value for their money, which includes the factors such as product quality, consistency, delivery reliability and customer support.

d. ON-TIME DELIVERY

On-time delivery is crucial for ready-mix concrete manufacturers, as delays can significantly impact construction schedules and project timelines. The suppliers who consistently deliver on time are highly valued in the industry. Highlight the commitment to on-time delivery and develop a robust logistics infrastructure to support it. Implement real-time tracking systems, communicate delivery updates proactively and provide dedicated customer support to address any concerns. The RMC manufacturers emphasize the reliability of delivery network to build trust and reliability with customers.

e. TECHNICAL SUPPORT

The RMC manufacturers often require technical support and expertise from their suppliers. They seek partners who can provide guidance on mix design, concrete specifications, and troubleshooting in case of any issues. Develop a team of experts

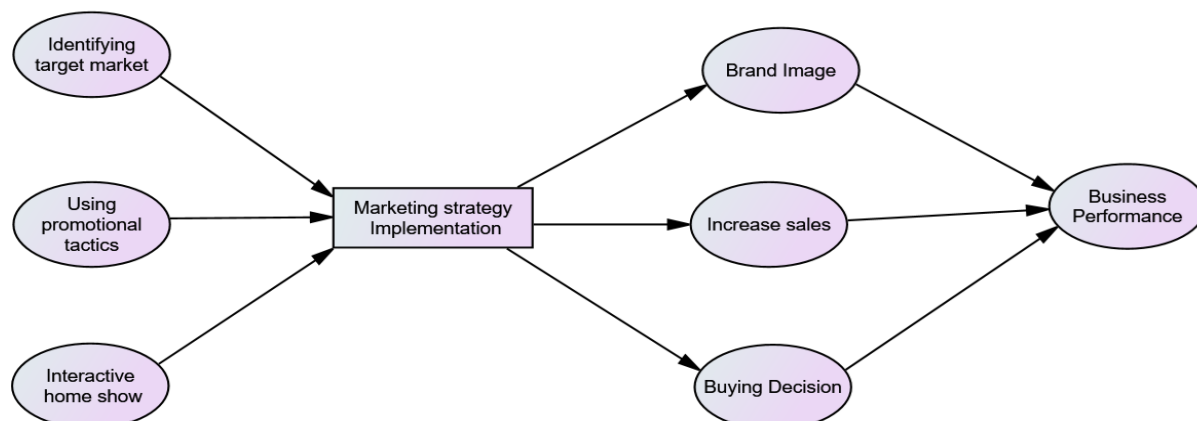
who can assist customers with mix design optimization, troubleshooting common construction challenges, and provide innovative solutions. Create educational resources such as blogs, webinars and tutorials, to showcase the expertise and help customers make informed decisions.

f. BUILDING RELATIONSHIP

Building strong relationships with customers is crucial in the RMC manufacturers. Long-term partnerships lead to repeat business and positive referrals. Invest in relationship building activities such as regular communication, site visits, and networking events. The RMC manufacturers offer personalized services, tailored solutions and prompt response times to build trust and loyalty. Collect feedback regularly and act upon it to demonstrate our commitment to customer satisfaction.

Understanding the buying behavior of ready-mix concrete manufacturers is essential for developing effective marketing strategies. By focusing on factors such as quality, pricing, delivery reliability, technical support and relationship building, RMC manufacturers can differentiate themselves in the market and attract and retain loyal customers. Implementing these strategies will help manufacturers succeed in a competitive landscape and forge long-term partnerships with their target audience.

4. RESEARCH MODEL



5. OBJECTIVES OF THE STUDY

1. To improve the marketing strategies of RMC.
2. To analyse the awareness of Ready Mix Concrete.
3. To identify the need and expectations from RMC.

6. HYPOTHESIS OF THE STUDY

1. There is an association between creativity in the advertisement that will induce the customers to take buying decision and the dependent factor increase sales volume.
2. Implementing effective marketing strategies can positively influence the buying behavior of ready-mix concrete manufacturers.

7. LIMITATIONS OF TH STUDY

- ❖ The quality of information is totally dependent on the knowledge of respondents.
- ❖ This research was conducted only in Chennai city.
- ❖ Some of the information restricted by the management.

8. RESEARCH METHODOLOGY

The researcher has used 150 questionnaires to collect data, the received questionnaire is only 140 and the usable questionnaire is 135. So the sample size of

this study is only 135. Reliability test, KMO and Bartlett’s test, communalities, principle component analysis, multiple linear regression analysis and structural equation modelling has been adopted to analyse the factors of RMC’s marketing strategies.

i. ANALYSIS AND RESULTS:-

a. RELIABILITY STATISTICS

Table: 1

Reliability Statistics	
Cronbach's Alpha	N of Items
.830	6

Source:

Primary Data

The Cronbach's Alpha value of the factors of RMC’s marketing strategies are 0.830, which is more than 0.7. Therefore, the reliability of the question is proved.

b. KAISER-MEYER- Olkin (KMO) AND BARTIETT’S TEST

Table: 2

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	271.902
	df	15
	Sig.	.000

Source: Primary Data

KMO and Bartlett's test is used to measure the sampling adequacy of the variables. The KMO test value is 0.843 which is more than 0.5, so that it can be considered as acceptable and valid to conduct data reduction technique.

The Bartlett's Test of Sphericity helps the researcher to decide whether the results of

factor analysis are worth considering and whether we should continue analysing the research work. The Bartlett's Test of Sphericity significant at the level of 1% which shows that there is a high level of correlation between the variables, which make it adequate to apply for factor analysis.

c.

d. COMMUNALITY TABLE

Table: 3

Communalities		
	Initial	Extraction
Advertisements about RMC are helpful to the customers to identify the target market and know about the brands	1.000	.560
Creativity in the advertisement will induce the customers to take buying decision	1.000	.596
The advertisement influence the customer to change their preferences to take buying decision	1.000	.320
Year of establishment is one of the most important factor for brand image	1.000	.609
Brand image is most important to increase the sale volume of RMC	1.000	.633
I will take risk to buy new brands in the market just by adopting the promotions	1.000	.557
Extraction Method: Principal Component Analysis.		

Source: Primary Data

Initially all variable in the communality table is expected to share 100% variance. Thus, initial value of each items is 1.00 which means 100% variance share by each item. The extraction value is ranging from

0.320 to 0.633 which shows that minimum variance share of item after extraction is 32% and maximum variance share of item is 63.30%.

e. TOTAL VARIANCE EXPLAINED

Table: 4

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.275	54.584	54.584	3.275	54.584	54.584
2	.829	13.820	68.404			
3	.617	10.281	78.685			
4	.514	8.568	87.253			
5	.394	6.573	93.826			
6	.370	6.174	100.000			

Extraction Method: Principal Component Analysis.

Source: Primary Data

Total variance contributed by the first component is 54.584. The Eigen value for a given factor measures the variance in all the variables which is accounted by that factor. It is also clear that there is one distinct components having the Eigen values greater than 1 from the given set of variables. Eigen value for factor 1 is 3.275.

f. MULTIPLE LINEAR REGRESSION ANALYSIS

The application of the Multiple Linear Regression Analysis of five independent variables and increase sales volume is taken as dependent variables. The satisfaction level and the regression model has displayed the below result:

Table: 5

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.695 ^a	.483	.463	.670	1.746

a. Predictors: (Constant), I will take risk to buy new brands in the market just by adopting the promotions, The advertisement influence the customer to change their preferences to take buying decision, Advertisements about RMC are helpful to the customers to identify the target market and know about the brands, Creativity in the advertisement will induce the customers to take buying decision, Year of establishment is one of the most important factor for brand image

b. Dependent Variable: Increase sales volume

Source: Primary Data

It was analysed from the above table $R^2 = .483$ which implies that the factors create 48.3% variance on the dependent factor Increase sales volume. The Durbin-Watson statistics shows 1.746 it indicates that there is an auto correction. The regression fit is verified with the following ANOVA table.

g. ANOVA

Table: 6

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.005	5	10.801	24.075	.000 ^b
	Residual	57.876	129	.449		
	Total	111.881	134			
a. Dependent Variable: Increase sales volume						
b. Predictors: (Constant), I will take risk to buy new brands in the market just by adopting the promotions, The advertisement influence the customer to change their preferences to take buying decision , Advertisements about RMC are helpful to the customers to identify the target market and know about the brands, Creativity in the advertisement will induce the customers to take buying decision, Year of establishment is one of the most important factor for brand image						

Source: Primary Data

It was found from the above table, F= 24.075, P=.000 are statistically significant @5% level of significance. It is concluded that there is a significant relationship between the independent factors and dependent factor. The individual influence of all the factors can be estimated in the following coefficient table.

Table: 7

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.148	.407		.364	.717
	Advertisements about RMC are helpful to the customers to identify the target market and know about the brands	.286	.104	.217	2.758	.007
	Creativity in the advertisement will induce the customers to take buying decision	.312	.079	.318	3.963	.000
	The advertisement influence the customer to change their preferences to take buying decision	-.022	.082	-.020	-.271	.787
	Year of establishment is one of the most important factor for brand image	.154	.095	.138	1.619	.108
	I will take risk to buy new brands in the market just by adopting the promotions	.237	.088	.222	2.690	.008
a. Dependent Variable: Increase sales volume						

Source: Primary Data

It was found from the above table, the advertisements about RMC are helpful to the customers to identify the target market and know about the brands ($\beta=.217$, $t=2.758$, $P=.007$), creativity in the advertisement will induce the customers to take buying decision ($\beta=.318$, $t=3.963$, $P=.0000$) and I will take risk to buy new brands in the market just by adopting the promotions ($\beta=.222$, $t=2.690$, $P=.008$) are statistically significant @5% level of significance.

H1: There is an association between creativity in the advertisement will induce

the customers to take buying decision and increase sales volume.

The P value of creativity in the advertisement will induce the customers to take buying decision is 0.000 it is less than 0.05. Therefore, it was identified that there is an association between creativity in the advertisement will induce the customers to take buying decision and increase sales volume.

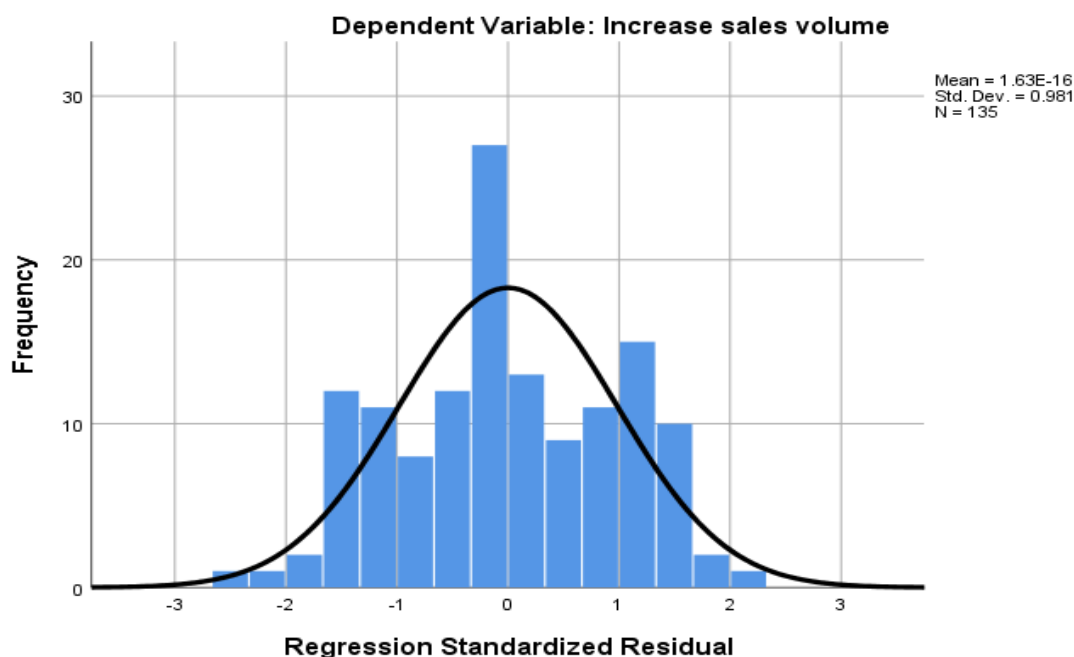
H2: Implementing effective marketing strategies can positively influence the buying behavior of ready-mix concrete manufacturers.

h. HISTOGRAM

Chart: 1

Dependent Variable: Increase sales volume

Histogram



i. STRUCTURAL EQUATION MODELLING

Chart: 2

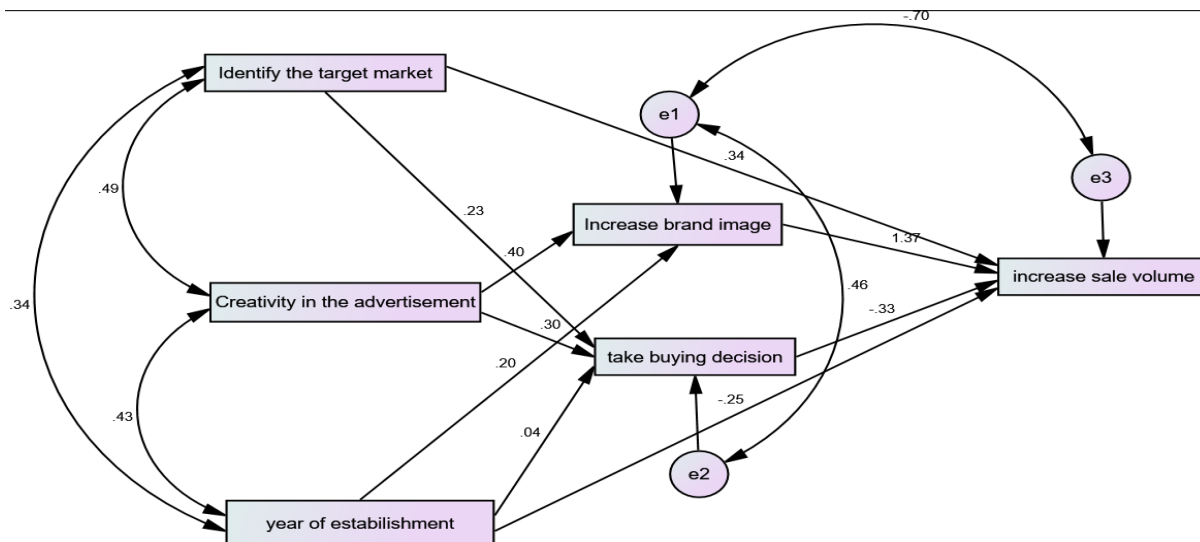


Table: 8
Model fit summary

Model fit	Recommended value	value
Goodness of fit (GFI)	≥0.90	0.978
Comparative Fit Index (CFI)	≥0.90	0.968
Normed Fit Index (NFI)	≥0.90	0.966
Incremental Fit Index (IFI)	≥0.90	0.969

Source: Primary Data

It was clear from the above model fitness like Goodness of fit =.978, Comparative Fit Index =0.968, Normed Fit Index = .966 and Incremental Fit Index = 0.969. It indicates that the model fit is good.

9. RESULTS AND DISCUSSION

1. The RMC manufacturers need to develop a strong online presence through a user-friendly website and optimized landing pages. Utilize the search engine optimization (SEO) techniques to improve the visibility in search engine results.

2. Leverage social media platforms will help to the RMC manufacturers to engage with customers, share project updates, and showcase completed projects. Create informative and engaging content such as blog posts, videos, and infographics related to concrete applications, construction tips, and project showcases.
3. Implement a customer relationship management system to manage customer interactions, track leads, and nurture relationships.
4. The RMC manufacturers need to collect customer feedback to improve the

products, services and overall customer experience. Collaborate with architects, engineers, contractors and other relevant industry professionals to generate referrals and gain access to new projects.

5. The companies need to offer incentives for referrals and establish mutually beneficial partnerships. Highlight the successful projects in marketing materials, website galleries and case studies to demonstrate the company's capabilities and quality.
6. Participate in relevant trade shows and industry events to network with potential customers, showcase products and stay updated on industry trends. Consider sponsoring events or hosting educational workshops to increase the visibility and engage with the target audience.
7. Emphasize the company's commitment to sustainability and eco-friendly practices in marketing messages. Highlight the benefits of using ready-mix concrete in green building projects such as reduced carbon footprint and energy efficiency.
8. Stay informed about new technologies and techniques in the industry and adopt innovative practices. Communicate advancements such as improved mix designs, faster delivery times, or innovative solutions, to differentiate the company from competitors.
9. Monitor marketing efforts, track key performance indicators (KPIs), and analyse data to measure the effectiveness of different marketing channels. Use insights gained to optimize strategies, allocate resources efficiently and identify the areas for improvement.

10. CONCLUSION

It was concluded from this study the marketing strategies will increase the sales volume and improve the business. Understanding the buying behavior of ready-mix concrete manufacturers is crucial for developing effective marketing strategies. By analyzing their preferences and decision-making process, companies can tailor their marketing efforts to maximize the impact and generate more leads. The Ready-mix concrete manufacturers need to create strong relationships with their suppliers. The manufacturers need to focus on building trust and rapport through personalized communication, timely responses and excellent customer service.

The Ready-mix concrete manufacturers prioritize high-quality products and reliable service. The manufacturers appreciate the suppliers who demonstrate the technical expertise. The company need to showcase their team's knowledge, experience, and innovative solutions and promote the company's eco-friendly practices. The RMC manufacturers need to participate in industry events, trade shows and forums to network with manufacturers. Utilize the data analytics to track and evaluate the effectiveness of marketing strategies.

REFERENCES

1. Michal Weiszer, Gabriel Fedorko, Viero Slav Molnar, Zuzana Tuckova, and Milos Poliak (2020) Dispatching policy evaluation for transport of ready mixed concrete, De Gruyter, Vol No:10, Page No: 120- 128, <https://doi.org/10.1515/eng>.
2. Anjay Kumar Mishra (2019), Influential marketing strategies adopted by the cement industries, International Journal

- of Research - Granthaalayah, Vol No: 7(10), Page No: 155-173.
3. Karthik Prabhu.R, Sampath Kumar.K (2018), A review on factors involved in equipment quality and management in ready mix concrete, International Research Journal of Engineering and Technology (IRJET), Volume: 05 Issue: 02, Page No: 577 – 581.
 4. Arijit Maity (2014) Impact of External Influencer Recommendation in Purchase Behavior Process of Selection of Cement for Construction, International Journal of Business and Management Invention, Volume 3 Issue 8, Page No: 01-11.
 5. Manjunatha L R, Sandya R Anvekar, Savitha Sagari S, Archana Kumarswamy (2014), A study on customer preferences and perceptions on Quality and services of ready mixed concrete as a Sustainable building material in bangalore city, Karnataka, International Journal of Research in Engineering and Technology, Volume: 03 Special Issue: 06, Page No:7- 14.
 6. Vilas S. Balgaonkar (2011), Market potential for ready-mix cement, International Refereed Journal of Management, Vol. III, Issue. VIII, Page No: 1-25.