ABSTRACT

Singapore’s construction industry has progressed significantly over the past decades. While productivity and quality issues continue to be areas of concern to the government and the industry, the construction industry faces emerging challenges and demands from better-informed and increasingly sophisticated nature of clients as well as the complexities and intricacies of the industry. Pressures from the consumer have caused businesses to review their relationship with customers and be more responsive to change.

Relationship Marketing (RM) today yields enormous influence in marketing theory and practice. Although much research explored the efficacy of RM in the services context, the key issue of its applicability to construction has been largely ignored. Moreover, the notion of implementing an RM approach in the construction context is virtually nonexistent. In this regard, this academic exercise makes a timely and meaningful contribution to the existing body of marketing and RM literature in the context of construction.

The objectives of this study are to examine marketing and RM principles in detail and to consider their applications to the construction industry. In addition to literature review, responses from 22 QS firms were solicited via survey questionnaires to obtain their responses towards the importance and extent of implementation of both marketing and RM in their firms. Furthermore, an in-depth case study of a QS firm was conducted to illustrate the implementation of RM.
Albeit the wrong perceptions of marketing held by some QS firms, the QS firms were generally found to embrace the general concept of RM as part of their business strategy because relationships are considered to be important to a service-oriented business. However, this subconscious practice could be improved by adopting a more comprehensive approach to RM, such as the adoption of Total Relationship Marketing (TRM) principles by employing the use of the RM implementation model proposed in this study, in their organizations.

**Keywords:**

Marketing

Relationship Marketing

Quantity Surveying

Construction Industry

Singapore