

Evaluation of the Strategies and Constraints to Marketing Quantity Surveying to the Public

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Abstract: The limitations to the promotion of the profession in Nigeria were examined, along with the utilization and efficacy of the existing marketing techniques, the professional-client connection, and the least used strategy, which was promotion through specialized websites. The results of this study indicate that senior secondary school students in Ondo State have a high level of awareness of the quantity surveying profession. The quantity surveying profession should be aware of the advantages of marketing strategies and should permit the use of specialized websites as marketing strategies within the bounds of professional ethics. The Nigerian Institute of Quantity Surveyors (NIQS) and the Quantity Surveyors Registration Board of Nigeria (QSRBN) should take greater initiative to inform secondary school students about the career of quantity surveying, particularly via the utilization of State Chapters.

Keywords: strategies; constraints; awareness; marketing.

1. Introduction

Due to its scale and potential contribution to the economy's development, the construction industry is a vital component of every economy [9]. Construction value addition, investment, employment, trade balance, and sectorial connections are strong indicators of their impact on the national economy. The Royal Institution of Chartered Surveyors (RICS) thus succinctly defined quantity surveying as the profession concerned with ensuring that the resources of the construction industry are utilized to the best advantage of society by, among other things, providing project financial management and a cost consultancy service to both clients and contractors throughout the entire construction process. It's crucial to note that portions of the construction industry have historically prohibited the application of key management concepts that are essential for business growth and development. One such principle is the necessity of marketing strategies for businesses to thrive.

Everywhere in the globe, marketing is used to convince businesses to sell products that their customers "desire" (goods or services). Its significance for businesses' existence cannot be understated [3] Effective marketing has a significant impact on businesses overall success, according to [12], and it is essential for every company to expand in a cutthroat market. According to [15], the main goal of the marketing quantity surveying profession is to develop a positioning strategy inside the whole market.

2. Roles of Quantity Surveyors in the Construction Industry

Quantity surveying is practiced everywhere. But several names are used to conduct it. The tasks played by quantity surveyors are comparable to those of "Cost Engineers" in nations like the USA. Cost economists and cost consultants are other names for quantity surveyors. Quantity surveying, however, goes beyond any of those terms or designations. Preparing a bill of quantities for a

construction project to determine the quantities needed and the corresponding market rates, estimating, defending the client's interests, cost planning, feasibility and viability studies for building works, compilation and documentation of contractual issues, and tendering are some of the traditional services that quantity surveyors offer. Maybe the word "quantity surveying" is a catch-all that encompasses a wide range of ideas. Beyond the services offered by conventional quantity surveyors, modern quantity surveyors provide a wide range of services. Since the beginning of the profession, there has been a paradigm shift in the practices and services that quantity surveyors offer, from someone who was concerned with the achievement of value and boosting productivity to someone who is concerned with the cost reduction and replacement of materials and components.

The quantity surveyor is the specialist who is concerned with providing value for the client's investment as well as with contractual issues, procurement, and financial integrity. The present services offered by quantity surveyors have moved from the "downstream" to the "upstream." As a result of its flexibility, quantity surveying can diversify into fields such as facility management, value management, knowledge management, risk management, arbitration, maintenance management, center management, system management, and project management. Quantity surveyors are adaptive beings that can reinvent themselves to meet the needs of today's forward-thinking clients.

3. Marketing in the Construction Industry

Everywhere in the globe, marketing is used to convince businesses to sell products that their customers "desire" (goods or services) [1] described the marketing of professional services as the development of client-satisfying services at a profit to the company. Quantity surveyors, architects, civil and building contractors, estate surveyors, and structural and services engineers are specialists in the construction sector. Over the years, the term "marketing" has been used by a variety of writers and organizations. He further noted in his work that the term "marketing" refers to a company's capacity to match its management function with what the market requires. Professional services are highly individualized and depend on the expertise of the individual service providers. It also deals with the conduct of business operations. But given the unique nature of the construction industry's economic climate, it is crucial to design effective marketing strategies that professionals may use to stay in business. The construction sector is invariably a vital component of an economy's development. Professional services contributions can boost and speed up the economic growth process [8]. According to research, better professional services may boost the economy through efficient marketing. It is clear that for Nigerian construction professionals, efficient marketing is essential.

Marketing strategies are described as a consistent method, through which a certain business hopes to meet its long-term goals for customers and profits in the cutthroat market. A planning process that takes into account the requirements of the customer, anticipates those wants, and places priorities on addressing those needs is how management plans future action to be able to recognize, anticipate, and satisfy consumers' profits.

4. Constraints Associated with Marketing of Quantity Surveying

The problems faced by quantity surveying in marketing their profession are due to several factors which could be ignorance of the significance of marketing the profession to the public [1]. Such factors might include the infiltration of quacks into the profession, rivalry amongst professionals, deficiency of professional on the job training, and lack of awareness of the general public to appreciate the importance of quantity Surveyors in the construction sector as one of the key problems. The fact that absence of good marketing strategies in QS firms served as a constraint in marketing the profession [6]. It was observed that in most QS firms, marketing is not viewed as a legitimate marketing activity. In cases of ignorance of the quantity surveying profession, doesn't solely rest on the shoulders of the public alone, but also on the government officials, for example, other professions have been registered and well known, but the relatively young age of the

profession is also a factor in the ignorance of the profession to the public since it was only promulgated in 1986 [14].

It was pointed out that the infiltration of unqualified personnel exhibiting themselves as quantity surveyors is a problem in marketing the profession; they tend to carry out substandard jobs, thereby damaging the image of the profession [1]. Rivalry amongst professionals is another problem faced by the profession in marketing its services, most times; other professionals fear that the quantity surveyors will completely take over their jobs if allowed to function. Other allied professional colleagues want to control the finances of projects even though they aren't qualified to do so. Another salient factor affecting the successful marketing of the profession is the absence of professional job training for graduate QS which ought to keep them abreast of happenings around the profession [11].

In Malaysia, the quantity surveying profession is governed by the professional bodies, which oversee the conduct of the profession, strict rules associated with advertising and sales promotion are highly imposed on members to refrain them from canvassing for business because they feel it places the profession in an unprofessional atmosphere [7]. Because of the above, it was suggested that the professional bodies that govern the profession in Malaysia, should do well to have a re-evaluation of the marketing activities employed by its members, also professional institutions should fill in and promote the professional services of the profession on behalf of its members, to eradicate dependency on other allied construction professionals, He also added that there is a lack of significant information on marketing activities and strategies, a prevalent question is how these strategies are developed and the best possible means to respond to the needs of customers [7].

5. Constraints Associated with Marketing of Quantity Surveying.

Marketing strategy can be seen as a matrix of various business activities that comprises planning, production, pricing, promotion, mode of distribution, goods, and services, and various ideas all for the satisfaction of relevant clients and customers. It is also a policy that refers to intertwined systems, plans, structures, tactics, procedures, and actions across the firm's organizations all pointing to the client's satisfaction, and acquisition [14].

It examined marketing tactics used by construction companies and concluded that marketing is rarely used in Nigeria's construction sector. Although there have been numerous studies on marketing, only a small number have gone into detail regarding the marketing of professional services. He suggested that it is important to comprehend the importance of marketing as a strategy to combat rivalry with the Nigerian corporate sector [1].

Marketing strategy can be defined as Process adopted by the construction management which is employed in analyzing feasible market opportunities and choosing the most probable market position that will serve the firm's aims and objectives. It may also be viewed as the company's response to the external environment in which the company is cited as well as a set of guiding principles that the company hopes to build its long-term customer and profit goals on in the face of competition. According to [10] marketing tactics may be seen as how the Firm sells its professional services to potential clients. They also play a crucial part in the success of construction businesses in this context of intense competition [5].

6. Research as a Marketing Strategy

There is a growing understanding that research may contribute significantly to improving the performance of the construction industry [8]. Marketing research was cited as one of the construction marketing activities and a potent tactic. If research is given the required attention as a marketing strategy, there are vast potential advantages that may be obtained in terms of improvements in economic, social, and political systems [12,13,2].

7. Conclusion

According to the study's research findings, senior secondary school students in Ondo State have a good degree of knowledge in the field of quantity surveying. According to further responses, a smaller percentage of students do not know the O' level requirements to study quantity surveying in higher education. However, these students could respond positively to the various roles and responsibilities of quantity surveyors. The study also reveals that students only hear about the profession and are aware of the roles and responsibilities they perform in the construction industry. After determining the secondary students' level of awareness, this work evaluated marketing strategies, the constraints, as well as the most frequently used strategy, indicating the degree of effectiveness. It was discovered that professional-client relationships and professional contracts were the most frequently used marketing strategies by quantity surveyors to market professional services, whereas research and promotion were rarely used as such. The Quantity Surveying experts in the Nigerian construction industry identified professional-client relationships, professional contracts, and location of the firm as effective marketing strategies, with professional-client relationships being the most effective and promotional services through dedicated websites being the least effective. Professionals in the quantity surveying industry will be able to increase their sales, win more contracts, raise awareness of their services, and maintain positive, ongoing relationships with their clients by implementing effective marketing methods. Following professional ethics, practitioners in the quantity surveying field should be aware of the advantages of marketing tactics and permit the use of certain websites for marketing purposes.

8. Recommendations

The following suggestions can help Ondo state and all of Nigeria become more aware of the quantity surveying profession;

- a) The Nigerian Institute of Quantity Surveyors (NIQS) and the Quantity Surveyors Registration Board of Nigeria (QSRBN) should be more aggressive in educating secondary school students about the profession of quantity surveying, particularly through the usage of State Chapters.
- b) Schools should aggressively educate pupils about other occupations and hold more career discussions with the students. Quantity Surveyors should play a more effective and proactive role across all stages of the project life cycle, in the sense that they should exert more influence right from the design stage of a project, and likewise in the construction phase.

Conflicts of Interest: The authors declare no conflict of interest.

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