



## Influence of Construction Professionals' Promotional Services on Quackery Practices

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### ABSTRACT

Construction product is expected to last for long years and to give both human and non-human comfort; but quackery practice in construction industry poses so many health risks to the nation and nation's economy from construction collapse. This research assessed the influence of construction professionals' promotional services on quackery practices in Jigawa State. Quantitative design was adopted as the research design with questionnaire as research instrument for collecting the primary data. The findings revealed that: There is a presence of quacks (non-professionals) in the construction profession with their dilapidated activities (ridiculous practice of misinforming clients; bias in selection of executing team; and insufficient knowledge; and Orthodox way of execution during construction); Architects, Project Managers, Construction Managers, Quantity Surveyors promote their services in the industry with high practice; professionals' promotion has an effect on quackery practices reducing the menace of the quacks action on the health of the nation and enabling ground for safe practice; as some of appropriate media of professional promotion include: Internet promotion (website ads, online studies), Social media promotion (interactivity on online social mediums), Search advertising (search engine optimization), Billboard promotion, Television/Radio media, and Flyers; and finally, there was positive and significant relationship between the professionals' promotional services and quackery practices in Jigawa State. The research further, recommends that: construction professionals should promote their services and connect their clients (customers) based on trust, for instance, firms can post the icons of the social media sites on their main website, or by giving some special deals to customers who become their fans or followers.

### INTRODUCTION

All the economic sectors, construction industry not an exception is facing keen competition for survival and sustenance. Many construction professionals face difficulties in selling their

services due to failure to embrace marketing concept, and effective marketing strategies had been established to improve the growth of professional services in the competitive environment (Ojo, 2011). Construction enterprises are aware of the importance of involving promotion in their management

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functions as a way to adapt themselves not only to the continuous changes in the industry, but also to satisfy their clients' demands, while being competitive and improving their business strategy (Giovanna, Eugenio & Víctor, 2011). Successful companies are strongly committed to marketing management. However, marketing is either misunderstood or completely neglected in many construction companies, mainly due to the difficulty of applying conventional marketing in the industry, accompanied by the lack of sufficient research on the nature of marketing and tailored marketing theories and strategies for the construction (Mahmood, Mohammad & Hamid, 2017). According to Arditi and Davis (1988), promotion or marketing in construction comprises activities such as seeking new clients, new types of construction, and new markets, satisfying clients and keeping them loyal, market research and analysis, offering additional services, project cost estimation and pricing, submitting a modified proposal, negotiating and contracting, and promotional activities including advertising, publicity, brochures, and corporate identity programmes. Promotion is practiced all over the world and it is referred to as the activity of getting company to sell what the customer "wants" (goods or services). Its importance for the survival of companies cannot be overlooked (Waugh, 2004; Arslan *et al.*, 2009). Polat and Donmez (2010) established that effective promotion plays an important role in the overall success of companies and is critical for any business to grow in the competitive environment. Although, most construction professionals perceived marketing as an unimportant management function therefore not integrated into the structure of the firms and where it was incorporated, the level of adoption was slow (Winter & Preece, 2000; Bennett, 2005; Jaafar *et al.*, 2008; Arslan *et al.*, 2009). Recently, there is an increasing

recognition that promotion has an important role to play in the enhancement of the performance of the construction profession (Arditi *et al.*, 2008; Chen & Muhamed, 2008; Arslan *et al.*, 2009; Polat, 2010; Polat & Donmez, 2010).

In construction industries, the activities of quacks and quackery remains a serious threat to building construction industry (Agbodike & Anifowose, 2015). A Professional code of conduct is a set of guidelines and rules that regulate the statutorily acceptable moral standard expected in the conduct of business transactions of every profession the world over (Babalola & Anifowose, 2015). All practicing members are expected from the individual professional bodies to comply with these codes and the need to check implementation of the codes is imperative (Velasquez, 1998; Vee & Skitmore, 2003; Omolewu, 2008). The use of non-professionals and quacks by developers and clients in the construction industry has been held responsible for the deplorable conditions of Nigerian cities and environment (National Building Code, 2006). For the past 50 years, Nigeria has been striving to develop itself as a nation in every field of human endeavour including the built environment, where these structures serve as place of residence, work, worship, etc. or as means of transportation and they are so essential to man just as air, water and food (Salau, 1996). Mr Bimbo Ipadeola, an Architectural consultant with the Design Group Nigeria Ltd., Ibadan, was reported by News Agency of Nigeria (NAN, on 2<sup>nd</sup> March, 2016) in one of its survey reports, blaming most building collapse on patronage of quacks, he was quoted as saying "it is true that the home owners prefer to patronize quacks who on many occasions claim to know everything about building construction". Though the design will be done by a professional but some never come back to us for constructions, and what you



see next is that the iron benders would have been given the construction of the building after they might have convinced the home owners. He further said that, the iron benders did not have the idea that a building could be overloaded and, therefore, made use of substandard materials in erecting the structures. Anthony (2015) has it that each time a building collapses, accusing fingers point at major industry stakeholders that ought to hitherto play both statutory and supervisory role before, during and after erection of a structure. These stakeholders include structural and civil engineers, building contractors, and valuers, architects, town planners, quantity surveyors and lands/developers. Each of the categories of stakeholders and/or professionals shares a peculiar blame in any incidence of building collapse depending on the nomenclature or causes. Whether the failure or causes of the collapse are cosmetic, structural and extraneous in nature, the entire construction industry suffers reputational defect and/or problems.

#### **OVERVIEW OF PROMOTION PRACTICE IN NIGERIAN CONSTRUCTION INDUSTRY (PPNCI)**

Marketing is practiced all over the world and it is referred to as the activity of getting company to sell what the customer “wants” (goods or services). Its importance for the survival of companies cannot be overlooked (Waugh, 2004; Arslan *et al.*, 2009). Polat and Donmez (2010) established that effective marketing plays an important role in the overall success of companies and is critical for any business to grow in the competitive environment. Although, most construction professionals perceived marketing as an unimportant management function therefore not integrated into the structure of the firms and where it was incorporated, the level of adoption was slow (Winter & Preece, 2000; Bennett, 2005; Jaafar *et al.*, 2008; Arslan *et al.*, 2009).

Recently, there is an increasing recognition that marketing has an important role to play in the enhancement of the performance of the construction profession (Arditi *et al.*, 2008; Chen & Muhamed, 2008; Arslan *et al.*, 2009; Polat, 2010; Polat & Donmez, 2010). The American Marketing Association Board of Directors in 2007 defined marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large (Polat & Donmez, 2010). It can also be defined in relation to construction as finding information about the economy, the client and the competition. According to Adebile (2008), promotion of professional service is defined as the creation of client satisfying services at a profit to the firm. The professionals in the construction industry are: Architects, Builders, Civil and building contractors, Structural and services engineers, Estate Surveying and Valuation, Land Surveying, Quantity surveyors, Urban and Regional Planning. Pryor (2001) established that the entire construction industry is based on the concept of making sure that the owner receives what he requests. Therefore, the professionals in the construction industry bring together expertise and skill to work towards a common goal of satisfying their client. Adebile (2008) and Jaafar *et al.* (2008) emphasized that the construction professional firms differ from all other industries, they provide highly customized services and thus cannot apply many of the promotion management principles developed for product-based industry. Also, professional services are highly personalized and involve the skill of individual service providers; however, realizing the nature of the construction business environment, it is vital to develop appropriate promotion practice to be adopted by the professionals for survival in the industry. The construction industry is invariably a significant part of the



process of developing economy and the process of economic development can be enhanced and accelerated by professional services inputs (McNamara, 1999). The degree to which service dominates the economy and the important role played by this sector in Nigeria and other countries was noted by Shen and Dong (2000), Mogbo (2001), Central Bank of Nigeria (2005), Lee *et al.* (2008), Dantata (2007) and Arslan *et al.* (2009).

### CONCEPT OF PROMOTION IN THE CONSTRUCTION INDUSTRY (CPCI)

There are many studies on the concept of promotion in the construction industry (CPCI); as Morgan (1990) investigated marketing of consulting engineering services and discovered that very few firms had their own promotion departments. Yisa *et al.* (1996) proposed a framework for improving the effectiveness of the promotion function within the construction enterprises. They concluded that a practical approach for formulating, implementing and evaluating corporate marketing programmes can be represented by the framework. Dikmen *et al.* (2005) examined the perception and attitude of Turkish contractors against marketing, and they found that marketing capability was not seen as a strategic success factor by the majority of the contractors. Jaafar *et al.* (2008) also studied the marketing practices of engineering consulting firms in Malaysia; their analysis showed that many civil and structural consultancy firms had neither marketing departments nor employees specifically responsible for marketing. Ganah *et al.* (2008) investigated marketing strategies in the construction industry and the challenges facing small to medium enterprises in the development of these strategies; they discovered that there was a lack of understanding of promotion principles within small to medium enterprises and concluded that majority of

construction firms were yet to adopt marketing as a cornerstone of strategy and management. Arslan *et al.* (2009) investigated the critical factors affecting marketing success of construction companies in the housing sector of Turkey; they identified company image and customer satisfaction as vital factors for successful marketing in construction business. Polat and Donmez (2010) examined the marketing management functions of Turkish construction companies and revealed that Turkish contractors made use of promotion management functions to some extent. Ene (1995) and Adegbile (2008) assessed promotion practices among Nigerian construction firms and concluded that there was little or no use of promotion in the Nigerian construction industry; they, therefore, suggested the need for awareness on the importance of marketing as a tool to withstand the stiff competition in the Nigerian construction business environment. Despite the fact that many researches work on promotion exist, few have been recorded on strategies used by Nigerian construction professionals in promotion their services.

### QUACK AND QUACKERY PRACTICE IN CONSTRUCTION PROMOTION

Promotion as a management function has received wide acceptance in various industries as essential for increasing market shares, building long-term relationships, satisfying clients, ensuring profitability, strengthening competitive advantage and achieving firm performance (Naranjo, Pellicer & Yepes, 2011; Kanagal, 2013). Connor and Davidson (1990) indicated that the success or failure of an organization largely depends on the focus and direction of its promotion efforts. Effective promotion is critical for business growth in a competitive open market environment (Ojo, 2011) like Nigeria, identified as being among the largest



construction markets in Africa (Odediran, Babalola & Adebisi, 2013). Competition in the Nigerian construction market has increasingly been fueled by: Higher client expectations, Risks, Turbulent economic and technological environments, Internationalization of the construction trade, Dearth of skilled operatives, and, increased population of professionals, among others. Construction firm viability and sometimes survival has become more challenging, with some companies becoming smaller or specialized (Kunhui, 2009; Awe, Stephenson & Griffith, 2009; Odediran *et al.*, 2013). As a result, high construction firm mortality has been reported in literature globally, but with more emphasis on developing countries (Hallberg, 2000; Smorfitt, 2005; Egesa, 2011; The Engineering Network, 2015).

As further noted by Kunhui (2009), the situation justifies the adoption of key management success factors such as marketing; from other industries into the construction industry. This is because as observed by Perreault and McCarthy (2005), the making of better goods or services will not necessarily guarantee business success or increased firm performance if not backed by effective marketing. A consequence of this has been the re-focusing of research on the marketing of construction professional services (Nkado, 2000) identified promotion as one of the essential competences relevant to future quantity surveyors including other professionals. Alfred (2007) suggested the packaging and promotion of an attractive professional image for the QS profession, while Smith (2004) pointed out that promotion might even be more relevant to the QS profession than other sister professions because it is less known. Ling (2014) listed poor promotion as one of the threats to the QS profession, since a lot of quantity surveyors do not pay attention to the way their practices are being promoted. Novelty value adding services have been

added to the portfolio of services available from professional quantity surveyors (Ashworth & Hogg, 2007), and clients ought to know which firm is capable of what additional services through promotion. The relevance of marketing to the performance of Nigerian indigenous construction consultancy firms (QS firms inclusive) has hardly been explored in literature. According to Dosumu and Iyagba (2013), and, Rafindadi (2015), the few references to these firms in literature associated them with: Poor performance, Inexperience, Low capacity (most of them operate at the subsistence level), Lacking innovation, Inability to compete with their foreign counterparts and high mortality rates.

Most QS firms in Nigeria are observably lagging behind in both financial and non-financial measures of firm performance. For instance, Achuen, Izam & Bustani (2000) and Ugochukwu & Onyekwena (2014), noted the under capitalization of most indigenous construction firms (inclusive of QS firms). What this portends is an inability to attract the competent manpower that can exert sufficient influence to command the respect of construction contractors and clients, and provide adequate leadership for complex project situations. Additionally, stereotyped QS firms, having little knowledge of contemporary clients' demands are bred due to poor marketing and the concomitant poor firm performance among this genre of firms. It is established in literature that marketing is positively related to higher firm performance and success (Jaakkola, Möller, Parvinen, Evanschitzky, & Mühlbacher, 2010; Ghouri, 2011; Yan & Chew, 2011), therefore its adoption by QS firms in Nigeria will potentially improve their firm performance and survival.

The word quackery derives from the word quacksalver (someone who boasts about his salves); and quack is seen as a pretender a fraud, a charlatan who is not



well-versed in-built environment but pretends so (Barrett, 2013). The Supreme Court defines quack as a person who does not have knowledge of a particular system of medicine but practices in that system (Gowhar & Kulkarni, 2012).

### **QUACKS AND QUACKERY PRACTICE DOMINATES THE CONSTRUCTION PROFESSION**

A quack can be a part of the construction market any day (Thomas, 2012). Non-availability of construction professionals compels the clients to depend on the quacks and their quackery practice as their first port of call when accessing professionals' services (George, Kanjilal & Aditi, 2013). However, quacks are also portrayed as double – edged 'swords' who deceive people by charging high fees for the service they offer which in most cases is erroneous (Bhakoo, 2001); and many of them do not even possess the minimum educational qualification but practices without resistance (Datta, 2013). Furthermore, the dominance of quacks and their quackery practices in construction profession are derived as a result of the following:

- i. Lack of employment opportunity acted as the driving force to opt this profession. They work on the basis of experience and have no construction related degree or professional qualification to do so. It is unthinkable that construction will be delivered by such unskilled class of people.
- ii. Government sanctions are inadequate and lack necessary facilities, manpower and recommendations. Therefore, quacks are the exclusive choice, and private qualified professionals are neither always available neither affordable. Such quackery practice is allowed to continue and the

- iii. government does not intervene due to its inability to render services.
- iii. Sometimes quackery is described as a very lucrative business for unemployed youth, who lacks any systematic training and unremittingly maltreats clients (Sanjeev, 2004). They are blamed for employing irrational practices misinforming people and instigating people against qualified professionals thus making their relationship more strained (Dhikav, 2013).
- iv. Eager to make money in no time without following the proper channel.
- v. Ignorance: Those who perpetuate quackery may do so to take advantage of ignorance about conventional construction practice versus alternative treatments, or may themselves be ignorant regarding their own claims.
- vi. Confirmation Bias: Also called my side is the tendency to search for, interpret, or prioritize information in a way that confirms one's beliefs or hypotheses. It is a type of cognitive bias and a systematic error of inductive reasoning.
- vii. Distrust of Conventional (Orthodox) Method of Construction: Many people, for various reasons, have a distrust of conventional method of construction, or of the regulating organizations such as the CORBON, CORREN, and so on.
- viii. Cost: There are some people who simply cannot afford professional service, and seek out a cheaper alternative. Non – professionals can often dispense services at a much lower cost, and this is compounded by reduced access to quality end-product.



- ix. Desperation: People with serious or terminal cash, or who have been told by their professional that their cash is will not be enough to build a house, may react by seeking out another service, disregarding whether the person in question is really a professional or not.
- x. Pride: Once people have endorsed or successfully construct say a house, or invested time and money in it, they may be reluctant to admit its ineffectiveness, and therefore recommend the service that did not work to others.
- xi. Fraud: Some professionals, are fully aware of the ineffectiveness of their service, may intentionally produce fraudulent architectural drawings, thereby confusing any potential client as to the effectiveness of the construction service.

#### MEASUREMENT OF PROMOTION PERFORMANCE

Promotion performance measures refer to the indicators of the effectiveness of promotion strategies. Promotion requires the deployment of organizational assets at a cost to the company (Rust, Ambler, Carpenter, Kumar & Srivastava, 2004), and therefore needs to be justified in terms of its contribution to firm performance. Srinivasan

and Bharadwaj (2004) argued that promotion should adequately demonstrate its impact on firm performance metrics. The use of promotion performance measurement is positively associated with higher firm performance (O'Sullivan & Abela, 2007). Promotion performance metrics should align with firm performance metrics, such that the former will be the same thing or lead to the achievement of the latter. Ideally, every measure of promotion performance should be relevant to the achievement of firm performance. The strength of a promotion performance metric lies in its power to predict firm performance. Morgan, Clark & Gooner (2002) suggested that promotion performance measurement should be based on: Customer perception, Customer behaviour, Sales responses, Market share, Revenue, Margin and cash flows. Ambler, Kokkinaki & Puntoni (2004) identified the metrics of promotion performance shown in Table 1. Promotion performance can thus be based on financial metrics or non-financial metrics. In firms, similar metrics could be adopted, particularly, measures such as: Awareness of firm's existence, Annual turnover of firm, Number of enquiries from new clients, Number of commissions since deployment of promotion strategy, Company image, and, Asset growth. All may prove useful measures of marketing performance depending on the circumstance.

**Table 1:** Measures of Promotion Performance

S/N	Promotion Performance Measure
1	Profit/Profitability
2	Sales Value and/or Volume
3	Gross Margin
4	Awareness
5	Market Share (Volume or Value)
6	Number of New Products
7	Relative Price (Value/Volume)
8	Number of Consumer Complaints (Level of dissatisfaction)
9	Consumer Satisfaction



- 
- 10 Total Number of Customers
  - 11 Promotion Spend
  - 12 Perceived Quality/esteem
  - 13 Loyalty/Retention
  - 14 Relative perceived quality
- 

Source: Ambler, Kokkinaki & Puntoni (2004)

### **Statement of the Problem**

Whatever a quack does in building profession must have negative effect on the society as the name quack implies and the role of quackery practice in construction profession is to harm and destroy the habitats in the society 'that is the end-product'. In most of these sites nowadays, even mason is addressed as engineer. Furthermore, each participant is an expert only in the jurisdiction of the respective profession, therefore, the expected input should be restricted to the respective area of specialization, which is not the case in Nigeria (Nwachukwu, Orji & Nziwu, 2016); they further opined that the poaching of other professionals and individuals (quacks) into lucrative specialist field without adequate skill has, therefore contributed to the numerous building collapse incidences in Nigeria. The unifying factor for all occupations classified as professions is that they conduct their work within a self-imposed ethical framework (Michael, 1998), and according to Wilson (1984), draws attention to the conditioning factors of training and education upon practice development and describes the three stages of professional development as: achievement of legal recognition, adherence to a self-imposed code of ethics, and recognition by society as a whole. There are two critical aspects of professionalism (Wittreich, 1966) states that; the professional must be able to demonstrate a knowledge and skillful acclaimed in the area of competence and, must be able to recognise the limits of the skills and the boundaries competence. The skills and

knowledge of the professional are acquired through his education, training and experience in practising his/her profession. As the professional moves through career stages to increase skills and knowledge (Maister's, 1993). This by implication, non-permission to promote professional services will engrave the resources of clients thereby, surrendering their resources blindly in the hand of quacks. The causes of havoc done by quacks in Nigeria was identified by (Ede, 2010) as: non-adherence to the building codes and lack of adequate information on applicable code, use of unskilled labour, poor supervision, poor material, flooding, ignorance, lack of maintenance, overloading, conflicts among professionals and tendency of some professionals to step into some lucrative technical fields without the appropriate skill, corruption and tendency to cheat.

Building failure and collapses are not new phenomena in the construction/building industry all over the world, but what is becoming worrisome is the alarming rate at which structures fail or collapse, particularly in the developing countries (Ayedun, Durola & Akinjare, 2012; Agwu, 2014; Fagbenle & Oluwunmi, 2010). Observation has shown that the frequency of occurrence constitutes a major source of concern not only to the government but to all well-meaning Nigerians and most especially, the stakeholders in the construction industry in the country. Human and material wastes associated with such building collapse and psychological wounds often inflicted on residents of such houses and their owners also constitute huge losses





to the country (Ayedun, Durola & Akinjare, 2012). However, some of the key factors responsible for the sad incidences are the activities of quacks and their responsibilities in this phenomenon cannot be underestimated as posited by Udom (2016). Nigerian construction industry counts more quacks than any other sector in the country. The active involvement of these unprofessional persons who falsely parade themselves as Architects, Builders, Quantity Surveyors, Civil Engineers and others is causing a great damage to building industry. Mahmood, Mohammad and Hamid (2017) posited that, the practice of quackery denied growth in the economy of the nation, and do more harm to the habitat's by claiming more lives and damaging property worth billions of naira's; as these negative facts occur in the Nigerian built environment, quackery practice in construction profession, tragedies continue to emerge and now the nation is facing a lot of other more serious man-made crises being faced in the Nigerian built environments. One of the principal challenges confronting the construction profession today is the domination of quackery practice and the laxity by the professionals in construction profession. Therefore, the research is aimed at assessing the influence of construction professionals' promotional services on quackery practices in Jigawa State with a view to reduce quackery practices through professionals' promotion.

#### RESEARCH METHODOLOGY

A quantitative research design was used for the study because of the intention to determine the effect of the dependent (construction professionals' marketing) on independent (quackery practice in construction profession) variables. The population of this study was the consultancy firms which are (35) and contracting firms which are (33) in Jigawa State, Nigeria; these brings the total of the target population to

sixty-eight (68) registered with Jigawa State Due Process Office (2017). The targeted respondents were the architects, builders, civil engineers and the quantity surveyors from the target population in Jigawa State, Nigeria. The sample size of the study was determined according to Krejcie and Morgan (1970) in their table for determining sample size to be fifty-eight (58) both consulting and constructing firms; however, since the total target population is not more than a hundred, the entire population was used as sample size of the study heavily represented by one of the professional either: Architect, Builder, Civil Engineer, or Quantity Surveyor respectively. Non-Probabilistic sampling technique was used in order to select the respondents without bias; this was to ensure that each firm was heavily represented. The research employed a structured questionnaire adapted to suit the purpose of the study which comprised of four sections. The first section obtained information about the respondents' profile. The second section was to determine information about how quacks dominate the construction profession. The third section also determined whether construction professionals are marketing their services. The fourth section evaluates the effect of the marketing on quackery practices. And the fifth section was to determine the appropriate way of marketing in the study area.

During the study, all the questions asked were subjected to five likert scales; 1 represent strongly disagree (SD); 2 represent disagree (D); 3 represent undecided (UD); 4 represent agree (A); and 5 represent strongly agree (SA). 3.0 was used as the preference point for judgement. The data was analyzed using descriptive statistics and inferential statistics. Statistical package for social sciences (SPSS) as a tool was used to analyze the information obtained from the respondents; one of the main reasons this research adopted the use of Statistical



package for Social Sciences (SPSS) is the ability of the software to analyze data from simple frequency, percentage, mean score, standard deviation, and regression. As this

method of analysis was been employed by many construction management researchers (Wang *et al.*, 2000; Odeyinka, 2003).

$$\text{Mean Score} = \frac{\text{Ranking} * \text{Number of who chose the option}}{\text{Total number of respondents}}$$

**Table 2:** Assessing Criteria According to Mean Index

S/No	Ranges		Decision
1	$1.00 \leq \text{Mean Index} < 1.50$	Never (NE)	No Affect (NA)
2	$1.50 \leq \text{Mean Index} < 2.50$	Seldom (SD)	Rarely Affect RA)
3	$2.50 \leq \text{Mean Index} < 3.50$	Sometimes (ST)	Sometimes Affect (SA)
4	$3.50 \leq \text{Mean Index} < 4.50$	Most Times (MT)	Most Times Affect (MA)
5	$4.50 \leq \text{Mean Index} \leq 5.00$	All the Time (ATT)	All the Time Affect (ATA)

Source: Adapted from Hamid, Ali, Kiyanoosh, Pejman and Morshedi (2014)

$$\text{Relative Importance Index (RII)} = \frac{\sum W}{A * N}$$

Where: W = Weight of each variable answered on the questionnaire; A = maximum point on the Likert scales in case 5; N = Total number of questionnaires retrieved.

While ranking the RII values, the item with the highest RII value is ranked 1<sup>st</sup>, it takes this order till the least item. According to Mbamali, (2012) RII values are interpreted as follows:

**Table 3:** Decision Table for RII

Range	Decision
$\text{RII} < 0.60$	Low Rating
$0.60 \leq \text{RII} \leq 0.8$	High Rating
$\text{RII} \geq 0.80$	Very High Rating

## RESULTS AND DISCUSSION

### Demographic Information

**Table 4:** Demographic Information of the respondents

SN	VARIABLES		FREQUENCY (F)	PERCENTAGE (%)
1	Gender Distribution	Male	47	81.0
		Female	11	19.0
	<b>Total</b>		<b>58</b>	<b>100.0</b>
2	Academic qualification	HND	4	6.9
		Degree	19	32.8
		PGD	26	44.8
		Master's	9	15.5
	<b>Total</b>		<b>58</b>	<b>100.0</b>



SN	VARIABLES		FREQUENCY (F)	PERCENTAGE (%)
3	Profession	Architecture	14	24.1
		Building	16	27.6
		Civil Engineering	12	20.7
		Q/Surveying	16	27.6
		<b>Total</b>	<b>58</b>	<b>100.0</b>
4	Years of experience	Less than 5yrs	16	27.6
		16 – 20yrs	23	39.7
		21 – 25yrs	9	15.5
		Above 25yrs	10	17.2
		<b>Total</b>	<b>58</b>	<b>100.0</b>
5	Professional qualification membership	NIA	14	24.1
		NIOB	16	27.6
		NSE	12	20.7
		NIQS	16	27.6
<b>Total</b>	<b>58</b>	<b>100.0</b>		
6	Type of company	Consultancy	30	51.7
		Contracting	28	48.3
		<b>Total</b>	<b>58</b>	<b>100.0</b>
7	Type of construction activities do you normally engage in	Building	19	32.8
		Construction	19	32.8
		Civil Engineering	20	34.5
		Construction		
		Both		
<b>Total</b>	<b>58</b>	<b>100.0</b>		
9	Category of your company registration	Category A (Up to N2M)	9	15.5
		Category B (Up to N25M)	12	20.7
		Category C (Up to N100M)	20	34.5
		Category D (Above N100M)	17	29.3
		<b>Total</b>	<b>58</b>	<b>100.0</b>

**To evaluate the factors influencing the presence of quacks in the construction profession**

To determine how quacks dominate the construction profession. The

responses collected from the respondents were subjected to a five-point likert-scale, analyzed using SPSS tool to draw the conclusion using mean scores and ranking.

**Table 51:** Factors influencing quacks presence in the Construction Profession

What are the factors influencing quacks presence in the Construction Profession	N	Sum	Mean	Std. Dev.	Ranking
Ridiculous practice of misinforming clients	58	232.00	4.0000	1.12390	1
Bias in selection of executing team	58	202.00	3.4828	1.46589	2

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<b>What are the factors influencing quacks presence in the Construction Profession</b>	<b>N</b>	<b>Sum</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Ranking</b>
Insufficient knowledge	58	201.00	3.4655	1.21706	3
Orthodox way of execution during construction	58	200.00	3.4483	1.27283	4
Presence of selfish interest	58	198.00	3.4138	1.22881	5
Execution of their work on the basis of experience without a related degree/professional qualification	58	197.00	3.3966	1.85377	6
Rendering cheap services to clients	58	193.00	3.3276	1.49135	7
Always exhibiting arrogance in dealings with parties	58	192.00	3.3103	1.30057	8
Fraudulent actions in their way of doing things	58	186.00	3.2069	1.25319	9
Eagerness to make money	58	176.00	3.0345	1.26997	10

Table 5 depicts that all are the practices of quacks on site such as: Ridiculous practice of misinforming clients was determined to be one of the most dominance of quacks to construction profession with a mean score of 4.00 and a low value of standard deviation of 1.12390 showing their uniform agreement on the variable, and was ranked 1<sup>st</sup>; Bias in selection of executing team with a mean score 3.4828 and standard deviation of 1.21706 was ranked 2<sup>nd</sup> to be one of the dominance activity of quacks in construction profession; Insufficient knowledge was determined to be what the quacks possessed hence bubbling in construction profession with a mean score of 3.4655 and a standard deviation of 1.21706 was ranked 3<sup>rd</sup>; Orthodox way of execution during construction was equally determined to be another activities of quacks with a mean score of 3.4483 and standard deviation of 1.27283 ranked 4<sup>th</sup>; Presence of selfish interest was ranked 5<sup>th</sup> with a mean score of 3.4138 and standard deviation of 1.22881; Execution of their work on the basis of experience without a related degree/professional qualification was determined with a mean score of 3.3966 and standard deviation of 1.85377 ranked 6<sup>th</sup>; Rendering cheap services to clients with a mean score of 3.3276 and standard deviation of 1.49135 ranked 7<sup>th</sup>; Always

exhibiting arrogance in dealings with parties is an activity of quacks with a mean score of 3.3103 and standard deviation of 1.30057 was ranked 8<sup>th</sup>; Fraudulent actions in their way of doing things was determined with a mean score of 3.2069 and standard deviation of 1.25319 was ranked 9<sup>th</sup>; while, Eagerness to make money with a mean score of 3.0345 and standard deviation of 1.26997 was ranked 10<sup>th</sup>.

The minimum and maximum range of mean score as revealed by table 11 are: 3.0345 – 4.0000, the result shows that the assessment of the respondents were almost and above a score of 3 in the likert scale; and standard deviation are: 1.12390 – 1.85377, this result shows low values of standard deviation which indicate that there is uniformity (consistency) in the respondents' opinions.

#### **To Examine the Extent of Promotion Carried Out By Professionals**

This objective was to determine if construction professionals are actually promotion their services to those that need such services. In descending order, the mean scores range from 2.7759 – 3.6207, the result shows that not all the assessment of the respondents were above a score of 3 in the likert scale. Decision was reached using table 8 for assessment criteria adapted from Hamid *et al.* (2014).



**Table 6:** How often do professionals promote their services?

	N	Sum	Mean	Decision	Rkng
Professional Architect	58	210.00	3.6207	Most Times (MT)	1
Professional Quantity Surveyor	58	205.00	3.5345	Most Times (MT)	2
Professional Builder	58	204.00	3.5172	Most Times (MT)	3
Professional Civil Engineer	58	203.00	3.5000	Sometimes (ST)	4

Rkng = Ranking

Table 6 shows how construction professionals' promotion their services. Most times Professional Architects do market their services as was determined with a mean score of 3.6207 was ranked 1<sup>st</sup>, Professional Quantity Surveyor also market their services most times as was determined

with a mean score of 3.5345 was ranked 2<sup>nd</sup>, Professional Builders do market their services as was determined with a mean score of 3.5172 was ranked 3<sup>rd</sup>, while, Professional Civil Engineer sometimes do promote their services as was determined with a mean score of 3.5000 was ranked 4<sup>th</sup>.

**Table 7:** Media of promoting their services

Means	N	Sum	Mean	Decision	Ranking
Online advertisement	58	211.00	3.6379	Most Times (MT)	1
Social media	58	209.00	3.5966	Most Times (MT)	2
Content marketing	58	86.00	3.5344	Most Times (MT)	3
Broadcast advertisement	58	205.00	3.5172	Most Times (MT)	4
Blog writing	58	186.00	3.2069	Sometimes (ST)	5
Public relations	58	174.00	3.0000	Sometimes (ST)	6
Email marketing	58	174.00	3.0000	Sometimes (ST)	6
Direct mail	58	204.00	1.9138	Seldom (SD)	7
Hatch buck automated marketing	58	111.00	1.4828	Never (NE)	8

Table 7 shows the various media of promoting services in their promotion session. It was deduced that Construction Professionals (C.P) market their services most times through Online advertisement which was determined with a mean score of 3.6379 ranked 1<sup>st</sup>; also most times construction professionals market their services through Social media which was determined with a mean score of 3.5966 and ranked 2<sup>nd</sup>; most times through Content marketing was determined as another means of marketing by construction professionals which was ranked 3<sup>rd</sup>; through Broadcast advertisement most times was determined with a mean score of 3.5172 and ranked 4<sup>th</sup>; while, Blog writing was

determined to be another means used by the construction professionals to market their services sometimes as determined with a mean score of 3.2069 and was ranked 5<sup>th</sup>; Public relations, and Email marketing were another means sometimes used by the construction professionals to market their services with a mean scores of 3.000 and was ranked 6<sup>th</sup> each; while Direct mail was determined to be another means of marketing their services though seldom (SD)/rarely used by the construction professionals with a mean score of 1.9138 which was ranked 7<sup>th</sup>; and Hatch buck automated marketing was Never (NE) used by the construction professionals in



marketing their services as determined with a mean score of 1.4828 and was ranked 8<sup>th</sup>.

**To Determine the Appropriate Medium of Promotion by Construction Professionals**

This objective was to determine the appropriate way of promotion in construction profession, which analyzed based on decision table (table 8) for the

relative importance index showing how importance a variable is for appropriate marketing; with mean scores ranging from 2.5517 – 3.8103, the result shows that not all the assessment of the respondents were above a score of 3 in the likert scale. The decision was reached based on the adapted table 7 from Mbamali (2012).

**Table 8:** Medium of marketing your product appropriately

What is the appropriate medium of marketing by construction professional?	N	Sum	RII	Decision
Internet marketing (website ads, online studies)	58	221.00	0.76	High Rating
Social media marketing (interactivity on online social mediums)	58	212.00	0.73	High Rating
Search advertising (search engine optimization)	58	205.00	0.71	High Rating
Billboard marketing	58	200.00	0.69	High Rating
Television/Radio media	58	194.00	0.66	High Rating
Flyers	58	189.00	0.65	High Rating
Verbal marketing (word of mouth)	58	166.00	0.57	Low Rating
Email marketing (direct mailing)	58	148.00	0.51	Low Rating

Table 8 shows the medium of marketing product appropriately in construction industry. It was determined that Internet marketing (website ads, online studies) with RII = 0.76% (High Rating), Social media marketing (interactivity on online social mediums) was determined with RII = 0.73% (High Rating), Search advertising (search engine optimization) was determined with RII = 0.71% (High Rating), Billboard marketing was determined with RII = 0.69% (High Rating), Television/Radio media with RII = 0.66%, and Flyers was determined with RII = 0.65% (High Rating); while, Viral marketing (word of mouth) was

determined with RII = 0.57% (Low rating), and Email marketing (direct mailing) with RII = 0.51% was considered low rating.

**To Determine the Effect of Construction Professional's Promotion on Quackery Practices**

This objective was to determine the effect of construction professionals' promotion on quackery practices, which analyzed based on decision table (table 2); with mean scores ranging from 3.0172 – 3.5345, these results exposed that all the respondents' assessments were almost and above a score of 3 in the Likert scale.

**Table 9:** Effect of promotion on quackery practices

What is the effect of marketing on quackery practices?	Mean	Decision	Ranking
It averts disappointment during and after project execution	3.5345	Most Times Affect (MA)	1
It improves reputation of the industry	3.5000	Most Times Affect (MA)	2
It avoids litigation during a project	3.4483	Sometimes Affect (SA)	3



What is the effect of marketing on quackery practices?	Mean	Decision	Ranking
It increases sales in services	3.4483	Sometimes Affect (SA)	3
It discourages cost overrun in the execution of projects	3.4310	Sometimes Affect (SA)	4
It averts building collapse	3.3966	Sometimes Affect (SA)	5
It improves total quality	3.1897	Sometimes Affect (SA)	6
It discourages abandonment of projects	3.1379	Sometimes Affect (SA)	7
It dislodges non-functional designs	3.0690	Sometimes Affect (SA)	8
It encourages effective time of delivery	3.0172	Sometimes Affect (SA)	9

Table 9 revealed the penalties of promotion against quackery practices in construction profession. Construction professionals' promotion was determined to have effect on the quackery practices which most times avert disappointment during and after project execution more effectively with a mean score of 3.5345 was ranked 1<sup>st</sup>; most times it improves reputation of the industry was determined with a mean score of 3.5000 and ranked 2<sup>nd</sup>; it sometimes avoids litigation during a project with a mean score of 3.4483 which was ranked 3<sup>rd</sup>; it sometimes increases sales in services with a mean score of 3.4483 ranked 3<sup>rd</sup>; sometimes

it discourages cost overrun in the execution of projects which was ranked 4<sup>th</sup> with a mean score of 3.4310; it sometimes averts building collapse determined with mean score of 3.3966 ranked 5<sup>th</sup>; it improves total quality sometimes which was ranked 6<sup>th</sup> with a mean score of 3.1897; it sometimes discourages abandonment of projects determined with a mean score of 3.1379 ranked 7<sup>th</sup>; it sometimes dislodges non-functional designs with a mean score of 3.0690 which was ranked 8<sup>th</sup>; and, also, sometimes encourage effective time of delivery with mean scores of 3.0172 and was ranked 9<sup>th</sup>.

### To Assess the Relationship between Professionals' Promotional Services and Quackery Practices

**Table 20:** Relationship between professionals' promotional services and quack practices

		Effect of construction professional's marketing on quackery practices	Quacks presence and practice in Construction Profession
Effect of construction professional's marketing on quackery practices	Pearson Correlation	1	.988**
	Sig. (2-tailed)		.000
Quacks presence and practice in Construction Profession	Pearson Correlation	.988**	1
	Sig. (2-tailed)	.000	
		N	N
		58	58

\*\* . Correlation is significant at the 0.01 level (2-tailed).



Table 10 shows the correlation coefficient of the relationship between professionals' promotional services and quackery practices in Jigawa State. The

result indicated that, there was a positive and significant relationship between the duo with  $r = 0.988$ ;  $n = 58$ ;  $p < 0.05$ .

**Table 11:** Coefficients<sup>a</sup> of Factors influencing the presence of quacks in the construction profession and Effect of construction professional's marketing on quackery practices

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.699	.473		9.936	.000
1 Effect of construction professional's marketing on quackery practices	.097	.085	.146	1.132	.263
Factors influencing the presence of quacks in the construction profession	.603	.092	.844	6.536	.000

a. Dependent Variable: appropriate medium of marketing by construction professionals

However, from Table 11 below, it further estimates the relationship between each of the independent variables and dependent, which exposed that the variable with the highest beta value in the standardized coefficients is 0.844 for Factors influencing the presence of quacks in the construction profession, when variance explained by Effect of construction professional's promotion on quackery practices variable in the model is controlled. It further shows that Factors influencing the presence of quacks in the construction profession variable is making a statistically significant ( $p < 0.005$ ) unique contribution to the equation. In contrast, Effect of construction professional's promotion on quackery practices variable has the lowest beta value of 0.146 and insignificant ( $p = 0.263$ ) contribution in explaining the dependent variable appropriate medium of marketing by construction professionals.

## DISCUSSION OF RESULTS

### *Factors Influencing the Presence of Quacks in the Construction Profession*

The factors influencing the presence of quacks in the construction profession. The results revealed that the five most factors influencing the presence of quack in construction profession were determined to be: Ridiculous practice of misinforming clients; Bias in selection of executing team; insufficient knowledge; Orthodox way of execution during construction; and, Presence of selfish interest. This outcome validates the finding of Thomas (2012), Datta (2013), George, Kanjilat and Arditi (2013), Barrett (2013), and Sudhinaraset *et al.* (2013) that they have not received formal recognized training and has informal training through seminars, workshops, and, is not registered with any government regulatory body and operates outside of the purview of regulation; and many of them do not even possess the minimum educational qualification but practices without resistance. Jafaar *et al.* (2008) also posed that sufficient knowledge





played an important role about client relations/contact as the most important category of marketing strategies because professional services usually involved a high degree of interaction with the client. Polat and Donmez (2010) revealed the importance of building strong relationship with customers and marketing partners to achieve the desired objectives. Which by implication, encourage serious construction collapse in so many locations across the nation, hence, making the construction clients to be discouraged in sinking their resources for construction which in most cases is erroneous, and quacks always served as double – edged ‘swords’.

#### **Extent of promotion carried out by professionals**

The study found that the most notable profession that most times promote their services are: Professional Architects; Professional Quantity Surveyors; and Professional Builders; while, sometimes Professional Civil Engineer promote their services. This outcome follows the assertion of Ojo (2011); and Odediran, Babalola and Adebisi (2013) that effective promotion is critical for business growth in a competitive open market environment; like Nigeria, identified as being among the largest construction markets in Africa. By consequences, this eliminates the practice of quacks in the industry, hence, helping in reducing the menace of building collapse in the nation which always killed people whenever it occurs. Also, the study found that most times the effective means of hearing about the professional promotion are: Online advertisement; Social media; Content marketing; and, Broadcast advertisement. The outcome also validates the result of Perreault and McCarthy (2005) that the making of better goods or services will not necessarily guarantee business success or increased firm performance if not backed by effective marketing. This by

implication, creates effective awareness to clients (individual, group, public, or private) to always see the need for involving professionals in their construction businesses so as to avoid the consequences of lack of involving professionals, e.g. being duped by quacks as they always do in their ways of doing things, being constructing products that cannot withstand the taste of time, among other consequences.

#### ***Appropriate Medium of Promotion in Construction Industry***

The appropriate ways of promotion in construction profession. The study revealed that high rating appropriate medium of marketing in construction industry: Internet marketing (website ads, online studies); Social media marketing (interactivity on online social mediums); Search advertising (search engine optimization); Billboard marketing; Television/Radio media; and, Flyers. This finding validates the assertion by Mangold and Faulds (2009) that communication with clients have changed significantly with the emergence of the phenomenon known as social media, also referred to as customer-generated media. Also, Olukolajo, Ojo and Akinwamide (2015) posed that in Nigeria, there appears to be scarcity of research on use of social media platform as marketing strategy or tool among practitioners; this leads to Rodriguez (2011) to highlight the utilization of social media and its potential role in the construction businesses. The implication of this findings remains that appropriate promotion in construction industry would cause more harm to quacks and quackery practice in the nation, thus, informing the construction clients about the activities of quacks and their ways of executing construction.



### ***Effect of the Promotion on Quackery Practices***

The effectiveness of promotion on quackery practices. Most times the effect of marketing on quackery practices are found to be: averting disappointment during and after project execution more effectively; and, improving reputation of the industry. As revealed by the result of the regression that; the factors influencing the presence of quacks in the construction profession are significant and the appropriate medium of promotion by construction professionals has no effect on the on the quackery practices. The outcome follows the result of Harris and Rae (2009) that the use of new technologies by professionals in the construction industry for instance in doing businesses in communicating with clients (customers), the extent to which different segments of their customer base might be receptive to such approaches is of paramount. Also, Scott (2013) posed that at present, there is paradigm shift from this traditional approach to the use of internet and the World Wide Web which provides tremendous opportunity to marketers in reaching buyers directly with targeted information within a fraction of their initial budget on advertising costs. This however, Tuten, and Angermeier (2013), despite highlighting the consequences of using social media in promotion also opined that the benefits of social medial in marketing are enormous. Therefore, by implication, the benefits of effective marketing to construction will hasten the survival of the firms, growth sustainability, and increase in: profits, sales, clients' satisfaction, Development of company image, and, creation of opportunity to acquire knowledge and understanding of construction marketing (business link), among other benefits. Also, effective professional promotion has an effect on the factors influencing the

presence of quacks in the construction profession.

### ***The Relationship between Professionals' Promotional Services and Quackery Practices***

The correlation coefficient of the relationship between professionals' promotional services and quackery practices in Jigawa State. The result indicated that, there was a positive and significant relationship between the duo with  $r = 0.988$ ;  $n = 58$ ;  $p < 0.05$ . This by implication, it means that, if the professionals in the construction profession will take their stand in the industry, a variance of 98.8% ( or 99%) indicating how strong the chances of eradicating quackery practices within the construction industry is, to ensure restoration of confidence and sanity in the industry with value for client's money.

### **CONCLUSION**

Conclusively, the study revealed that quacks (non-professionals) has presence in the construction profession with their dilapidated activities (ridiculous practice of misinforming clients; bias in selection of executing team; and insufficient knowledge; and Orthodox way of execution during construction). Hence leaving the country in a total mess with construction failures here and there. The study also found that, Construction professionals promote their services with high practice by the professionals (Architects, Project Managers, Construction Managers, and Quantity Surveyors).

Furthermore, the study found the effect of the promotion on quackery practices reduced the menace of their action on the health of the nation and enabling ground for safe practice, thus, averting disappointment during and after project execution; improves reputation of the industry; avoids litigation during a project; and increases sales in services.



In addition, the study depicts the construction professionals' promotional services has effect on the quackery practices in the study area; as some of appropriate means of professional promotion include: Internet promotion (website ads, online studies), Social media promotion (interactivity on online social mediums), Search advertising (search engine optimization), Billboard promotion, Television/Radio media, and Flyers. Finally, the findings show there is positive and significant relationship between the professionals' promotional services and quackery practices in Jigawa State.

#### RECOMMENDATIONS

The research work postulates the following recommendations based on the conclusions of the findings:

- i. Construction professionals should promote their services and connect their clients (customers) based on trust, for instance, firms can post the icons of the social media sites on their main website, or by giving some special deals to customers who become their fans or followers. Today, property promotion is about building relationships and trust through effective two-way communications (e.g. talk about something that customers are interested in), and creating products that will help to solve customers' problems.
- ii. For the purpose of eliminating quack and quackery practices in the construction firms, professionals should ensure effective promotion of products and services that are unique so as to involve their clients (customers) by inviting them to link their social media world; and also, government should ensure sanctions to those quacks and their practice for the purpose of creating safe atmosphere for practice.
- iii. Promotion of products and services by firms handled by professionals on social media sites should be on the basis of relevancy of the brand to the firm in order to link the clients (customers) and established familiarity against fake brand and stay connected as to have effective promotion that can curtail the menace of quackery practices.

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