

Appraising the effectiveness of the marketing approaches used by quantity surveying companies in Kano State

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Abstract:

Marketing has not been fully understood in the context of the construction industry. Marketing is the management process responsible for identifying, anticipating, and satisfying customer requirements profitably. Marketing helps construction companies to differentiate themselves from their competitors and cultivate and keep clients, and thereby create competitive advantage. This paper therefore evaluates the effectiveness of the marketing strategies utilized by quantity surveying firms in Kano state. With the objectives of identifying the marketing strategies in quantity surveying services, assess the marketing strategies used in quantity surveying firms and to examine the effectiveness of these marketing strategies in Quantity surveying services. A survey questionnaire was carried out to quantity surveying firms in Kano State. The data was analyzed using descriptive statistics, comprising of tables, frequency, percentage, relative important index and mean score. The result revealed that the available marketing strategies for marketing professional are (product, price, place, process, people, physical evidence, mass, and concentrated) marketing strategies are quality of services, packaging, technology used, cost effectiveness, skimming, internet facilities, location of offices, multichannel, membership of association, current contract with certain client, brochures, management, organization culture, infrastructure, and service delivery. The study concluded that the effective strategies for Quantity surveying services in order of ranking are: Quality of services, Facilities, services delivery, Technology used, Membership of association, Organization, Management, Orientation, Cost effectiveness, Current contract with certain client, Infrastructure, Organization culture, Packaging, Design of service, Internet facilities, Conferences/seminars, Mass and Concentrated marketing strategies. It was however recommended that there should be a reorientation in quantity surveyor firms to make marketing a key management tool for the achievement of firm performance and The NIQS should re-examine its marketing related codes of conduct in order to remove possible impediments to effective marketing by its members.

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1. Introduction

Quantity Surveying is a unique profession and indispensable part of the development process in the construction industry. The construction industry is invariably a significant part of the process of growing a developing economy. The process of economic development can be enhanced and accelerated by Quantity Surveying. The Quantity Surveyor plays a key role in building and engineering projects, managing the cost from the early design stage through to the completion. The priorities are to ensure that projects meet legal and quality standard and that clients get good value for money, achieving a balance and logical distribution of available funds between the various parts of the building, avoiding unnecessary allocation of fund

to non-functional areas and to keep total expenditure within the amount agreed by the client. The role of the Quantity Surveyor within the Nigerian Construction environment is of great importance to both clients and other industry professionals [1].

According to Nnadi [[2] described marketing as identifying and meeting human and social needs. Asserted that marketing is also for managing customer relationship in ways that benefit the organization and its stake holders. He stressed that marketing is the performance of business activities that direct the flow of goods and services from producers to customers. Marketing Concept is the philosophy that an organization should try to provide product or services that satisfy customer's needs through a

coordinated set of activities that also allows the organization to achieve goals. Opined that marketing concept could also be seen to be a common-sense managerial orientation that understands the needs and wants of customers in the market, and adopts the right goods and services more effectively and efficiently than company's competitors. 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 because the survival of companies cannot be overlooked [3].

Yankah [4] established that effective marketing plays an important role in the overall success of companies and it is critical for any business to grow in the competitive environment. The central objective of marketing quantity surveying profession according to is to create a positioning strategy within the total market. There are many studies on the concepts of marketing in the construction industry. However, many studies show that construction firms are slow in adapting marketing principles and marketing is not integrated into the structure of the firms. Investigated marketing strategies in the construction industry and the challenges facing small and medium enterprises in the development of these strategies. They found that there is a lack of understanding of construction marketing and strategies within small and medium enterprises in the construction industry. It has been observed that marketing has attracted only little attention among construction contractors and professionals alike [2]. Nevertheless, the role of the Quantity Surveyor within the Nigeria construction environment is of great importance and is over emphasis to both clients and other industry professionals such as Architect, civil engineer, builders, and structural engineer. Thus, this paper seeks to evaluate the effectiveness of the marketing strategies utilized by quantity surveying firms.

Poor marketing has been one of the threats to Quantity Surveying profession, a lot of quantity surveyors do not pay attention to the way their practices are being marketed and this is due to the lack of skills and competency. There are many studies on the concepts of marketing in the construction industry. However, many studies show that construction firms are slow in adapting marketing principles and marketing is not integrated into the structure of the firms. [3] Investigated marketing strategies in the construction industry and the challenges facing small and medium enterprises in the development of these strategies. They found that there is a lack of understanding of professional marketing and strategies within small and medium enterprises in the construction industry.

Aduloju, and Dada [5] declared that the profession of quantity surveying has suffered a lot of setbacks in terms of appointment from clients, variation of service, remuneration, and lack of awareness among other factors. He further stated that the profession is currently faced with the fear of being extinct and most Nigerian are unaware of the name or role of the professionals and their relevance in the construction industry. The aim of this research is to evaluate the effectiveness of the marketing strategies utilized by quantity surveying firms in Kano state.

The role of the Quantity Surveyor within the Nigeria construction environment is of great importance and is over emphasis to both clients and other industry professionals.

Being in charge of financial matters carries with it a great responsibility and the Quantity Surveyor has the expertise to provide independent advice on these matters. Despite the fact that many research works on marketing abound, none has been recorded as a standard strategy used for positioning professional services in the overall national economy.

Olanrewaju & Olusiji, [6] declared that the profession of quantity surveying has suffered a lot of setbacks in terms of appointment from clients, variation of service, remuneration, and lack of awareness among other factors. He further stated that the profession is currently faced with the fear of being extinct; and most Nigerians are unaware of the name or role of the professionals and their relevance in the construction industry. Therefore, this paper shows the collections of existing marketing strategies recommended by marketing professionals for the advancement of Quantity Surveying services within the construction industry and the overall economy and try to add more recommendations to the profession services in order to overcome the neglect.

2. Literature Review

Construction industry is an important industry worldwide. The construction industry generally defined as a sector of the economy. The industry is playing an important role in economic growth of the country, but it faces many challenges currently that lead to affect project goal and steady growth of the economy. Construction is a high hazard industry which comprises a wide range of activities involving plans, design, constructs, alteration, maintains, repairs and eventually demolishes of buildings, civil engineering works, mechanical and electrical engineering and other similar works. Construction is always complex that make industry susceptible to disputes, delays and cost exceeding. The construction industry has characteristics that separately are share by other industries but in combination appear in construction alone [7]

2.1 Construction Industry

Construction industry is an industry that envelopes different professionals. A professional is a person who is paid to take over a specialized set of tasks and to complete them for a fee. Education, work culture, morals, work ethics, positive thinking, open mind make anybody into a professional [8]. According to Owolabi and olatunji [9], the list of the professionals actively involved in the construction industry includes but not limited to, Architects, Builders, Estate surveyors and valuers, Land surveyors, Quantity surveyors, Town planners, Civil, Electrical, Mechanical and Structural Engineers. It was explained that this professional knowledge and experience are needed for the successful completion of projects. Also, they have vital responsibilities and duties within their entire roles; for example, They Prepare drawings, Specifications, Bill of Quantity, Contract Conditions and Agreements. They also deal with the Time, Money, Technology, Equipment, operatives and material for managing of construction project and organize the project resources. Most construction projects or firms employ reputable professionals to get proper management process in order to achieve projects goals [8].

2.1.1 Professionals in Construction Industry

The construction industry comprises of many stakeholders such as clients, design professionals, construction professionals and operational teams up [6]. They also added that the major professionals in the industry in terms of their initial contact with the clientele and involvement with the design and construction stages of the construction projects includes engineers (notably civil, electrical and mechanical), Building engineers (project managers), Architects and Quantity Surveyors.

2.2 Quantity Surveyor

Ashworth and Hogg [10], in his book Willis's Practice and Procedure for the Quantity Surveyor, the role of the quantity surveying has been defined by Royal Institution of Chartered Surveyors (RICS) as "ensuring that the resources of the construction industry are utilized to the best advantage of society by providing, inter alia, the financial management for projects and a cost consultancy service to the client and designer during the whole construction process". Roles played by quantity surveyors as one of the construction professionals within the built environment are enormous. Jagboro [11] in his inaugural lectures stated that quantity surveyors are construction cost experts that is concerned with financial probity from the onset up to the execution of both new development projects and refurbishment works. Quantity Surveyors Registration Board of Nigeria in the just concluded annual conference of the registered Quantity Surveyors held in Reiz continental Hotel, Abuja, in his opening speech by the president, outlined the role or services of a Quantity Surveyor as contained in Quantity Surveyors Registration Board of Nigeria (QSRBN) Act No. 31 of 1986 (CAP Q1 LFN, 2004) These services include but not limited to: Preliminary Cost Advice, Advising on Construction Methods, Advising on Contractor Selection, Preparing Tender Documents, Obtaining or negotiating tenders/bids, Cost Planning, Valuing Construction Works, Preparing and agreeing accounts with contractors, Preparing expenditure statements for taxation and accounting purposes, Technical Auditing, Cost controls and Post-Contract Management, Project management and Co-ordination, Value Management, Analysis and Engineering, Procurement Management, Life Cycle Costing Contract Auditing, Estimating among others.

2.3 Quantity Surveyor's Services

Traditionally, Quantity surveyors are expected to conduct initial cost planning, increase and quantify all elements of a project, control costs throughout construction, give procurement advice and prepare financial documents accounts and valuations [12]. This is further explained by Fanous [13] that His function is known as a simple measure and value system and still remains the main, if not the only purpose of modern quantity surveyor's working on smaller projects. The majority of the most important functions traditionally carried out by quantity surveyors are based upon the measuring and pricing of construction works [14]. Nine most important traditional roles and responsibilities of a Quantity Surveyor as identified by Fanous [13] are:

Providing Approximate Cost Estimates, Advice on Procurement, Cost Planning, Measuring Items on Site, Preparing Bills of Quantities, Preparing Schedules of Works, Controlling Costs throughout the Project, Assessing and Negotiating Tenders.

According to Ibrahim [15] the top three competencies that the Nigerian Quantity Surveying Professionals requires to meet the requirements of the professional's current clients and to take advantage of future areas of opportunities are: Quantification and costing of building construction works, Project financial control and reporting, Project Evaluation. The quantity surveying profession has been able to evolve and diversify into new areas of practicing, providing a wider range of services, with the modern quantity surveyor covering all aspects of project cost management, procurement and contract management. This has occurred in all sectors of Quantity Surveying including consultants, main contractors and sub-contractors. The evolved roles and responsibilities of a Quantity surveyor as summarized by Fanous [13] are:

- a. Investment appraisal,
- b. Analysis of financial risks,
- c. Project planning, contractual dispute resolution,
- d. Facilities management,
- e. Project management,
- f. Insurance valuates,
- g. Providing insolvency services,
- h. Measuring environmental impact and costs,
- i. Managing maintenance programmes,
- j. Cash flow accounting forecasts,
- k. Value management.

2.4 Marketing Concept

Kotler [16] describe marketing as identifying and meeting human and social needs. American Association of Marketing defines 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. In addition to the American Association of Marketing, Ode [17] asserted that marketing is also for managing customer relationship in ways that benefit the organization and its stake holders. He stressed that marketing is the performance of business activities that direct the flow of goods and services from producers to customers. Marketing Concept is the philosophy that an organization should try to provide product/services that satisfy customer's needs through a co-ordinate set of activities that also allows the organization to achieve goals. Akpan [18] opined that marketing concept could also be seen to be a common-sense managerial orientation that understands the needs and wants of customers in the market, and adopts the right goods and services more effectively and efficiently than company's competitors.

2.4.1 Purpose of marketing

Marketing offers opportunities for employment Olaniyi [19] and affects standard of living and individual firms. Kotler [16] and Ode [17] agreed that financial success often depends on marketing ability. Ojo [3] stated that marketing

is important for the survival of companies. Polat and Donmez [20] 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. Marketing research, as stated by the American marketing Association, is the function that links the consumer, customer, and public to identify and define marketing opportunities and problems, generate, refine, and evaluate marketing actions, monitor marketing performance, and improve understanding and marketing as a process. Marketing also helps to enhance client relationship when they are subject to powerful influences that are not aware of. Schult, et.al. [21] explained that these influences may be market pressures that clients never bring up to our knowledge because they do not think they are relevant to our work.

2.5 Marketing in Construction

The Chartered Institute of Marketing CIM [22] has defined "Marketing is the management process responsible for identifying, anticipating, and satisfying customer requirements profitably" [23]. As a management function, marketing received an important position in various industries for increasing market shares, satisfying clients, and building long-term relationships, ensure profitability, strengthening competitive advantages, and achieving firm performance [24]. Marketing helps construction companies to differentiate themselves from their competitors and cultivate and keep clients, and thereby create competitive advantages [20]. Marketing attracts an increasing attention in companies, and marketing principles have progressed in the construction industry. Both contractors and consultancy firms have recognized the role of marketing in the construction industry. Even today, marketing practices followed by construction companies are limited to the basic marketing philosophy [25]. Authors further explained that firms marketing related responsibilities were implemented by company directors and partners. Naranjo [24] described that construction companies jointly used several marketing strategies, such as market, product focus, marketing mix, social marketing, relationship marketing, customization, and pricing strategy. In addition, marketing becomes a top-management priority and most firms spend 3% to 5% of their annual turnover for marketing. Also, the majority of firms lack a formal marketing plan although marketing professionals are employed full-time.

All the economic sectors are facing keen competition for survival and sustenance, and the construction industry is not an exception According to Arslan et al [26] marketing is a critical issue to success in today's increasingly competitive business environment. He emphasized that a company's growth and success can be strongly influenced by marketing practices. [3] Ojo noted that many construction professionals face difficulties in selling their services due to failure to embrace marketing concept.

2.6 Marketing Strategies

Marketing strategy can be defined as a managerial process of assessing market opportunities and choosing marketing position that serves the company's aims and

objectives. It is the company's response to external environment and consistent set of principles through which company hopes to achieve its long run customer and profit objectives in a competitive environment. Marketing strategies are ways by which professional firms sell their services to their intending clients. Marketing strategies is also the combination of the elements of marketing and what roles each element plays in promoting your products and services and delivering those products and services to your customers [27]. The marketing task is to devise marketing activities and assemble fully integrated marketing programmes to create, communicate and deliver value for consumers. Marketing activities came in all forms which Kotler and Keller [16] classified as marketing mix.

2.6.1 Product

The product aspects of marketing deal with the variety, quality, design, features, brand name, packaging, sizes, services, warranties and returns. Houghton [28] stated that product is anything that can be offered to market for attention, acquisition, use or consumption and this includes physical objects, services, personalities, places, organization services and ideas.

2.6.2 Price

This refers to the process of setting price for a product, discounts, allowances, and payment period and credit terms. Sometime these prices need not be monetary, it can simply be what is exchanged for the product or services e.g., Time, energy or attention [16]. Price is means of setting the exchange value between two parties. The professional fees charged will vary from firm to firm, though recommended scales of fees are available.

2.6.3 Place

This refers to how the product gets to the customers, e.g., channels, coverage assortments, locations inventory, transport. Location of the firm is not always an important factor as clients do not frequently visit them; however, channels are designed by firms to deliver their services more effectively to clients. If the firms target segment is in the central business district, a head office is best located in that area. If the firm is dealing with a large project which will last for a substantial period of time, it may want to set up a temporary office on that particular site [28].

2.6.4 Promotion

Promotion is defined by the oxford advanced learners dictionary as activities done in order to increase the sales of a product or services. Seeley [29] says the main aim of preparing all promotional materials is to achieves a high standard of quality of presentation which coupled with quality of personal services from the firm, will help to develop further business by favorable client referral. The main objective of promotion according to the same author is, creating awareness for potential client, persuading prospecting clients to invest in the services offered and correcting false impression about the services or firm. Nnadi et.al. [30] grouped the various promotional methods of marketing Quantity Surveying firm as follows, Personal

contact which is made up of Proposal, Presentation, Image Public relation made up Brochure, Newsletters, Public services activities, Publishing, Seminars, Advertising.

2.6.5 Process

According Oxford dictionary, process is a series of actions which are out in order to achieve a particular result. Ferrell [30] emphasized that friendliness of staff and flows of information affect the customer's perception of the service product offer. Houghton [28] added that client's judge's services by the efficiency and effectiveness of the services process; including the policies and procedures adopted. The direct involvement of consumers in the production of most services and the perish ability of these services places' greater emphasis on the process of the transaction for services.

2.6.6 Physical Evidence

Physical evidence is a term used to describe the type of image that your business portrays through its physical presence, namely its premises, the appearance of its staff, its vehicles, etc. when customers do not have anything that they can touch, see or try before they buy, they are more likely to assess you by the image you put across. It is therefore particularly important if you offer services rather than tangible products. The environment in which a service is offered, and consumed, is central to the consumer's understanding of the service and to her or his enjoyment or satisfaction [31]. The feel is very much part of the service offer.

2.6.7 People

People decisions involve means for building strong customer relationships and achieving customer delight. The people parameter refers to relationship marketing, which is defined by Yankah [4] as a concept for developing long term and sustained contact with clients so that their needs can be targeted and satisfied in return for client loyalty. The people employed in your organization will determine the quality of service your customers receive. This is true for services, but also impacts on businesses making tangible products. Happy skilled and motivated staff makes happy customers. There Employee selection, training and motivation are central considerations.

2.6.8 Mass

Mass marketing strategy is a market coverage strategy in which a firm decides to ignore market segment differences and go after the whole market with one offer. It is the type of marketing (or attempting to sell through persuasion) of a product to a wide audience. The idea is to broadcast a message that will reach the largest number of people possible. Mass marketing strategy is also known as undifferentiated marketing. Mass marketing strategy, a firm embraces the philosophy of mass market, observing the market as one large market without individual segments. Mass marketing strategy implies creating one offering to the entire market, the offering is focused in the direction of what many individuals need and the majority's common. This strategy asserts that discrete customers have same

requirements that are met with a mutual marketing mix. The strategy is an approach of mass marketing strategy that disregards variances among the segments. The entire market is reflected to be undistinguished and the brand or product is aimed to anyone [32].

2.6.9 Differentiated

Differentiated marketing strategy is a scheme employed in marketing whereby many market segments are targeted by a company through the use of special offers suited to each sector. Thus, higher stakes are experiences by the company and therefore each market segment gets a better position. The strategy of targeting differentiated companies occurs in cases where companies decide to attend to two or better-defined segments in the market and acquires for each market a dissimilar marketing mix. They do not use completely different marketing mix they however use different promotional appeals as the basis for a differentiated strategy [33]. Differentiated strategy is applied in cases where firm has chosen target market segments that are more than one and has prepared for each a market mix. A differentiated marketing strategy is one where the company decides to provide separate offerings to each different market segment that it targets. It is also called multi segment marketing. Each segment is targeted uniquely as the company provides unique benefits to different segments [34].

2.6.10 Concentrated

Concentrated marketing strategy is a strategy which targets very defined and specific segments of the consumer population. In concentrated marketing, a marketer chooses one segment, establishes a proper marketing mix, and guides its efforts in marketing and resources towards that market segment entirely. Concentrated marketing strategy concentrates on one segment in the market with one brand or product and with a totally dynamic marketing mix. Through this strategy, the business acquire resilient knowledge of the segment's requirements and realizes solid market presence. Moreover, the business enjoys effective/operating economies by specializing in its distribution, promotion and production. Concentrated marketing strategy is in particularly operative for small firms with narrow resources since it does not have faith in the use of mass advertising, mass production and mass distribution. By use of concentrated strategy, a firm is capable of marketing more efficiently because of prodigious knowledge and a position that is in strong in the needs of the customers inside every segment [32].

2.6.11 Niche

In marketing, a niche refers to a service or a product that occupies a special area of demand. It is that small corner in the market that accounts for a certain kind of specialty concerning an unmet customer need. Niche marketing strategy is the process of finding market segments that are small but potentially profitable nonetheless. Niche marketing strategy is also known as micro marketing strategy. Niche marketing strategy is picked to target efforts in market under the concentrated strategy.

Appealing to one segment grants the opportunity of focusing on comprehending the motives, satisfactions and needs of the members of the segment and on establishing and sustaining a marketing mix that is greatly specialized [34].

3. Research Methodology

As the issue under investigation is to evaluate the effectiveness of the marketing strategies utilized by quantity surveying firms. The participants should have exposure to such an issue in the quantity surveying firm. Accordingly, the researcher used his preliminary observation to identify the right respondents who had pertinent knowledge, experience, and ability to provide a response to the research questions. The sample size for this work is determined from the entire population using Yaro Yamane Formula, as indicated by [35].

$$n = N / (1 + N (e)^2) \quad (1)$$

Where:

N = total number of populations, n= sample size from finite population, N=total population; e = level of significance; and 1=constant.

Therefore,

$$n = 30 / (1 + 30(0.05)^2)$$

Giving a sample size of 28

The primary instrument for data collection in this paper is a structured questionnaire that identifies the existing marketing approaches and assesses the marketing strategies used in quantity surveying firms and finally to examine the effectiveness of those approaches. So, using a 5 - point Likert scale, on which labels given for respondents to express their level of agreement for each item among the scales and then the average score on each attribute used during data analysis and interpretation. The numbers assigned to the effective (1 represent Strongly Not Effective, 2 represent Not Effective, 3 represent Neutral, 4 represent Effective, 5 represent Strongly Effective). Cheung et al, [36]; Iyer and Jha, [37]; Ugwu and Haupt, [38]. Ordinal scale used for data measurement, the relative importance index methods (RII) was used to rank how effective is the marketing strategies to quantity surveying profession. Furthermore, the descriptive survey was also used because it ensures gathering data.

The data analysis was made by using frequency and percentage which was used to identify the existing marketing strategies in quantity surveying services and Relative Important Index (RII) and rank was also used to assess the marketing strategies used in quantity surveying firms and Mean score was used to examine the effectiveness of these marketing strategies in Quantity surveying services.

4. Results and Discussion

Table 1 shows that 21% of respondents make use of product, 7% make use of place, 11% make use of price, 18% make use of promotion, 4% of respondents make use of process, 11% make use of people, 14% make use of physical evidence, 7% make use of mass, 0% make use of

differentiated, 7% make use of concentrated, 0% make use of niche marketing strategies. Thus this shows that 25% of Quantity Surveyors make use of product as their marketing strategy.

Table 1: Marketing Strategies employed by firms in Kano

Marketing Strategies	Frequency	Percentage (%)
Product	6	21
Place	2	7
Price	3	11
Promotion	5	18
Process	1	4
people	3	11
Physical evidence	4	14
Mass	2	7
Differentiated	0	0
Concentrated	2	7
Niche	0	0
TOTAL	28	100

Table 2: shows that all the firms in Kano State do not employ any other marketing strategies apart from the mentioned strategies in Table 1

Table 2: The Percentage of other Marketing strategies

Result	Frequency	Percentage (%)
Other marketing strategies	-	-
No other marketing strategies	28	100
Total	28	100

Table 3 shows the Relative Important Index (RII) and ranking of available strategies for marketing quantity surveying services according to all respondents using a numbered scale of 1 to 5 where 5=Strongly Agree 4=Agree 3=Neutral 2=Disagree 1=strongly disagree.

Table 3 shows available strategies for marketing quantity surveying professional services. The available strategies for marketing quantity surveying professional service in Kano metropolis were examined from the views of consultant quantity surveyors as presented in Table 3. The respondents strongly agreed that: service delivery, design of service, ability to penetrate target market, location of offices, conference/seminars and uniformity of offering with corresponding relative importance index of 0.96, 0.91, 0.94, 0.98, 0.99 and 0.95 are strategies available for marketing quantity surveying professional services in the study area. The respondents also agreed that: technology used (0.91), business name (0.91), cost effectiveness (0.93), Internet facilities (0.95), brochures (0.97), employees (0.91), organization (0.94) and infrastructure (0.96). Some respondents are undecided as to: Membership of association (0.81), Current contract with certain client (0.88), awarding fellowship (0.93), multi-channel (0.87), skimming (0.91) and principles and beliefs (0.87) respectively. In contrast, the respondents disagreed about the following being the strategies for marketing quantity surveyor professional: press release (0.51), seasonal greetings (0.26), gift (0.26), differentiated (0.23) and Niche (0.22).

Table 3: RII and the Rank for "Marketing Strategies"

Marketing Strategies	N	Frequency of responses					RII	Rank
		5	4	3	2	1		
A. Product								
Technology used	28	18	5	4	0	0	0.9037	11
Quality of service	28	17	7	2	0	0	0.8814	13
Packaging	28	15	10	2	0	0	0.8963	12
Business name	28	15	11	1	0	0	0.9037	11
Design of service	28	17	8	2	0	0	0.9111	10
B. Price								
Ability to penetrate target market	28	21	5	1	0	0	0.9481	6
Principles and beliefs	28	15	7	5	0	0	0.8741	14
Cost effectiveness	28	20	5	2	0	0	0.9333	8
Skimming	28	17	8	2	0	0	0.9111	10
C. Place								
Location of offices	28	25	2	0	0	0	0.9852	2
Internet facilities	28	20	7	4	0	0	0.9481	6
Multi – channel	28	18	7	2	0	0	0.8701	15
D. Promotion								
Conferences/seminars	28	26	1	0	0	0	0.9926	1
Brochures	28	23	4	0	0	0	0.9704	3
Advertising	28	21	6	0	0	0	0.9556	5
Membership of association	28	18	5	0	0	4	0.8148	14
Current contract with certain client	28	15	9	3	0	0	0.8890	13
Awarding fellowship	28	19	7	1	0	0	0.9333	8
Press releases	28	10	0	0	2	15	0.5111	15
Seasonal greetings	28	1	0	0	5	20	0.2592	16
Gifts	28	0	0	0	8	19	0.2592	16
E. Process								
Uniformity of offering	28	21	6	0	0	0	0.9555	5
Employees	28	15	12	0	0	0	0.9111	10
Management	28	20	7	0	0	0	0.9480	6
F. People								
Organization	28	20	7	0	0	0	0.9481	6
Management	28	18	9	0	0	0	0.9333	8
Organization culture	28	19	8	0	0	0	0.9407	7
Customers	28	22	5	0	0	0	0.9629	4
Orientation	28	15	12	0	0	0	0.9111	10
G. Physical evidence								
Infrastructure	28	21	6	0	0	0	0.9555	5
Facilities	28	20	7	0	0	0	0.9481	6
services delivery	28	22	5	0	0	0	0.9629	4
H. Mass								
I. Differentiated								
J. Concentrated								
K. Niche								

Table 4 shows the weighted mean score and ranking of how effective are these marketing strategies according to all respondents using a numbered scale of 1 to 5 where 5=Strongly Effective 4=Effective 3=Neutral 2=Not effective 1= Strongly Not effective.

Table 4 highlights the various strategies, in order of ranking of effectiveness for marketing Quantity surveying services. The marketing strategies identified as strategies for marketing quantity surveying professional services are (product, price, people, promotion, place, process, physical evidence, Mass, Differentiated, Concentrated and Niche). These strategies are further broken down and arranged in order of their ranking of effective and less effective in the result as follow.

The effective strategies are: Quality of services, Facilities, services delivery, Technology used, Membership of association, Organization, Management, Orientation, Cost effectiveness, Current contract with certain client,

Infrastructure, Organization culture, Packaging, Design of service, Internet facilities, Conferences/seminars, Mass, and Concentrated.

The less effective ones are: Brochures, Customers, Location of offices, Management, Employees, Principles and beliefs, Multi – channel, Ability to penetrate target market, Business name, Uniformity of offering, Press releases, Seasonal greetings, Advertising, Awarding fellowship, Skimming, Gifts, Differentiated and Niche.

5. Conclusion and Recommendations

Contemporary economic and construction industry realities in Nigeria make it imperative that quantity surveyor firms operating in the industry must market their services within the ambits of the professional codes of codes of ethics and extant advertising laws.

Table 4: Effectiveness of Marketing Quantity Surveying Services in Kano State.

Marketing Strategies	Frequency of responses					Weighted Mean	Rank
	5	4	3	2	1		
A. Product							
Technology used	18	9	1	0	0	4.61	5
Quality of service	19	6	3	0	0	4.57	6
Packaging	19	8	1	0	0	4.54	7
Business name	0	0	0	3	25	1.11	17
Design of service	17	11	0	0	0	4.61	5
B. Price							
Ability to penetrate target market	0	0	0	2	26	1.07	18
Principles and beliefs	0	0	0	0	28	1.00	19
Cost effectiveness	23	5	0	0	0	4.82	1
Skimming	0	0	0	6	22	1.21	16
C. Place							
Location of offices	0	0	0	7	21	1.25	15
Internet facilities	23	5	0	0	0	4.82	1
Multi – channel	0	0	3	6	19	1.43	13
D. Promotion							
Conferences/seminars	20	6	2	0	0	4.64	4
Brochures	15	7	0	0	6	3.89	9
Advertising	0	0	3	6	19	1.43	13
Membership of association	20	7	0	0	0	4.64	4
Current contract with certain client	23	5	0	0	0	4.82	1
Awarding fellowship	0	0	4	6	18	1.50	12
Press releases	0	0	0	7	21	1.25	15
Seasonal greetings	0	0	0	3	25	1.11	17
Gifts	0	0	0	0	28	1.00	19
E. Process							
Uniformity of offering	0	0	3	6	19	1.43	13
Employees	0	0	0	0	27	1.00	19
Management	20	6	2	0	0	4.64	4
F. People							
Organization	19	8	1	0	0	4.64	4
Management	21	7	0	0	0	4.75	2
Organization culture	19	8	1	0	0	4.64	4
Customers	0	0	1	6	21	1.29	14
Orientation	18	9	1	0	0	4.61	5
G. Physical evidence							
Infrastructure	24	3	1	0	0	4.82	1
Facilities	23	4	2	0	0	4.71	3
services delivery	21	3	4	0	0	4.61	5
H. Mass							
17	8	3	0	0	0	4.50	8
I. Differentiated							
2	1	1	11	13	0	1.86	11
J. Concentrated							
15	12	1	0	0	0	4.50	8
K. Niche							
3	1	4	12	8	0	2.25	10

Currently, the adoption of marketing strategies by quantity surveyor firms in Nigeria is deterred by various factors such as stringent codes of ethics and ignorance of the significance of marketing to professional practices. Others include lack of marketing know-how, difficulty in the measurement of marketing performance, among other factors. Marketing can be adopted as a key tool for attaining quantity surveyor firm's performance this must begin with an assessment of the external and internal environments of the firms' operations to determine which marketing strategies should and can be adopted by the firms. Following this, the firms will be enabled to form potent marketing management strategies. Thereafter, appropriate marketing tactical strategies should be adopted in the implementation of the firms marketing campaign. Marketing strategies should be aimed at obtaining higher firm performance in both financial and non-financial metrics. The study recommend that the Quantity surveying firms should develop means of

measuring the effects of their marketing activities on their performance and abreast of developments in the Nigerian economy generally, as well as in the industry in order to develop marketing strategies that can lead to the achievement of firm performance. The Nigerian Institute of Quantity Surveyors (NIQS) should re-examine its marketing related codes of conduct in order to remove possible impediments to marketing by its members.

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