

IMPACT OF MARKETING RESEARCH ON QUANTITY SURVEYOR'S SERVICES

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ABSTRACT

This paper explores the impact of market research on quantity surveyors' services in Birnin Kebbi. A purposive sampling technique was used to select respondents. The questionnaire was designed and administered to Quantity surveyors working in the study area's public, private and academic organizations. The study found that the incompatibility of marketing with professional services, not making a profit and no identification of the target market as the key factors in the impact of marketing research on quantity surveyors' services results shows. The paper help one to understand how marketing research help quantity surveyors to identify their strength and weakness in delivering their professional services. The research revealed the exciting and essential relationship between strategic intention and practice on one hand and quantity surveyor's services on the other. The authors noted that limitations in sample size and data quality reduce the credibility of generalization.

Keywords: Marketing Research, Quantity Surveyor, Client, Needs

INTRODUCTION

Marketing research is the function that links the consumer, customer, and public to the market through information- information used to identify and define opportunities and problems; generates, refine and evaluate actions; monitor performance; and improve understanding of it as a process. It specifies the information required to address these issues, design the method for collecting information, manages and implements the data collection process, analyzes the result and communicate the findings and their implication American Marketing Research (2017). It can also be launched to build a general understanding of an area, possibly leading to longer-term changes Menon and Varadarajan (1992). Lim and Yap (2003) highlight that professional services constantly change and expand in response to client demands and the evolution of new technology. Quantity surveyors' services have also been affected by changes in procurement methods and contractual arrangements. These made Quantity Surveyor's services more volatile and less competitive, creating low recognition among private clients and professionals.

Chukumeka (2015) found that among the challenges facing quantity surveyors is the need to adopt marketing research studies. Thus, what impact does marketing research have on quantity surveyors' services in recognizing their specific strengths and weaknesses and those of their competitors (Ashworth & Hogg, 2007)? As stressed by Bowen and Rwelamila (1995), further research within the marketing research of the professional services field becomes necessary.

The available literature on marketing research in Nigeria's construction industry focuses on investigating barriers and implementation of marketing research. While the issue of its impact, especially on quantity surveyors' services, has been overlooked despite its importance. Because of

this problem, the study wants to investigate the impact of marketing research influencing quantity surveyors' services. This paper aims to investigate the impact of market research on quantity surveyor services by identifying gaps in previous studies. The intention is to add knowledge and understanding of the marketing research concept and its impact through the following objectives; identifying the services of the quantity surveyor known to the client and exploring the impact of the quantity surveyor's services.

LITERATURE REVIEW

It's worth noting that marketing research can be adopted by quantity surveyors explicitly designed to assist critical management decisions, identified prior to the research taking place, to evaluate an area of activity, leading to recommendations for action even though the areas for a decision could not be specified in advance; can be used to evaluate an area against specific performance indicators; can be launched to build a general understanding of an area, possibly leading to longer-term changes; market research can be commissioned for internal political reasons to build a power base or to resolve competing positions Menon and Varadarajan (1992).

Marketing research can be conducted, focusing on using surveys for; monitoring customers and the market; measuring awareness, attitudes and image; tracking product usage behavior; diagnosing immediate business problems and supporting strategy development. Opportunity analysis is carried out on each trend, especially growth prospects, significant players, typical forms of procurements and so forth, to identify the best prospects for future project opportunities (Menon and Varadarajan).

Quantity surveyors must become more competitive with practices diversifying the services that they are offering and with an expansion of more demanding clients in both the public and private sectors. There is a need for practice to develop more effective marketing and business development of strategies Ashworth and Hogg (2007). In today's competitive marketplace, quantity surveyors must now realize that their services, regardless of how good these are, do not sell automatically Low and Kok (1997). A quantity surveyor can no longer wait for the client to come by themselves. Although aware of the need to improve how their services ought to be promoted, many quantity surveyors still do not pay enough attention to marketing research. McNamara (2003) has found that the benefits of an organized, client-focused approach to marketing research are increased profit, reduced uncertainty and the generation of new business.

The quantity surveyor performed different functions at various stages of the project. Feasibility studies of capital projects; Cost modeling; Procurement management; Cost management of development and infrastructural project; Public-private partnership PPP transaction advisory services; Value engineering management; Project management; Construction and contract management; Risk management; Arbitration, mediation and dispute resolution. This professional has contributed to the planning and controlling of construction projects over the years (Shadi & Shayan, 2019). Contract law: Construction economics; Quality management; Taxation, Insurance, Valuation, Financial and manufacturing (Olawejaju, 2016). Advanced ICT, including Building information modeling (BIM), for more accurate and automated cost estimation and

planning from the onset of construction projects (Kim & Park, 2018). Based on the quantity surveyor's diverse services and the client's increased need for quality projects in the construction industry, adopting marketing research into the quantity surveyor's services is imperative; this will bring the client's needs closer to strategic intention. Despite this effort, available literature needs to show more research on the impact of marketing research on the quantity surveying profession.

RESEARCH METHODOLOGY

This study focuses on three categories of Quantity surveyors; public, private and academic. They worked in different organizations in Birninkebbi and have at least ten years of working experience. The study population included thirty quantity surveyors, eight working for private, twelve for public and ten for academic in the study area. The purposive sampling technique was used in selecting respondents because it is a deliberate choice of respondents due to the qualities the respondents possess, such as knowledge and experience (Umar, 2015). Data were collected through a structured questionnaire designed using an adopted Likert-type 4-point. A questionnaire survey was the proffered data collection method because the study was interested in finding social meaning related to understanding marketing research on quantity surveyors' services.

The relative important index (RII) method was used for the data analysis using the formula below;

$$\text{RII} = \frac{5n_1 + 4n_2 + 3n_3 + 2n_4 + 1n_5}{5N}$$

Where;

n= frequencies given to each factor by the respondent x (1 to 5) constant

5= severely significant

4= very significant

3= significant

2= fairly significant

1= not significant

N= total number of questionnaires returned

RESULT AND DISCUSSION

The results obtained from the descriptive statistic on the impact of market research on quantity surveyors' services in Birninkebbi were presented in

Table 1: Quantity surveyor's services

S/N	Quantity surveyors services	1	2	3	4	5	RII	Rank
1	Material estimation	2	6	8	10	4	1.53	2 nd
2	Preparation of bill of Quantities	5	5	7	3	10	1.73	1 st
3	Measurement of building works	5	4	6	10	5	1.49	4 th
4	Tender preparation and analysis	2	6	8	10	4	1.53	2 nd
5	Preliminary cost planning	1	7	4	6	12	1.36	10 th
6	Risk management	5	5	7	3	10	1.34	12 th
7	Value analysis and cost-benefit analysis	7	11	5	3	4	1.46	4 th
8	Risk identification in estimation	10	5	5	3	7	1.29	14 th
9	Feasibility studies of capital projects	10	8	5	2	5	1.33	13 th
10	Advices on a contractual agreement	9	5	1	8	7	1.29	14 th
11	Cost analysis and utilization	5	7	10	5	3	1.51	3 rd
12	Project management	12	2	4	4	8	1.23	15 th
13	Cost target and checking	5	7	10	5	3	1.51	3 rd
14	Cost control and monitoring	5	8	5	7	5	1.43	7 th
15	Recommendation for contractor selection	10	6	3	9	2	1.38	9 th
16	Budget Preparation and allocation	3	5	6	7	9	1.40	9 th
17	Whole life studies and cost-in-use	5	6	5	4	10	1.33	13 th
18	Cash flow forecasting	2	4	5	7	12	1.35	11 th
19	Profitability studies	7	7	5	9	2	1.45	5 th
20	Advice on financial plans and procurement	3	4	6	10	7	1.44	6 th
21	Contract law and arbitration	3	4	6	7	10	1.38	9 th
22	Construction economics	3	5	7	6	9	1.41	8 th
23	Quality management	7		4	9	10	1.05	16 th

Source: Authors Field Survey 2023

Table 1 analyses quantity surveyors' services that need to be marketed. Respondent ranked preparation of bill of Quantities (RII= 1.73), material estimation, tender preparation and analysis (RII=1.53) and cost analysis and utilization, cost target and checking (RII=1.51). This shows that the client was more familiar with architects' and builders' services, which made them professionals to garner the services of quantity surveyors in the study area. This coincides with the findings of Low and Ko (1997) that in today's competitive marketplace, quantity surveyors must now realize that their services, regardless of how good these are, do not sell automatically,

Table 2: Impact of Marketing Research

S/N	Impact of Marketing Research	1	2	3	4	5	RII	Rank
1	Decrease in marketing interest in services	10	5	5	3	7	1.29	13 th
2	Lack of commitment to marketing	6	8	7	4	5	1.42	6 th
3	Lack of understanding and acceptance of marketing concept	5	6	7	4	8	1.38	8 th
4	Incompatibility of marketing with professional services	5	4	6	10	5	1.60	1 st
5	Difficult to switch to offering other services	5	5	7	3	10	1.34	11 th
6	Not knowing what to market	9	5	1	8	7	1.28	14 th
7	Unclear marketing strategy	12	2	4	4	8	1.22	16 th
8	Not understanding of client intention on Q.S.	3	4	7	3	13	1.32	12 th
9	Inconsistent decision on Q.S. services by client	9	5	1	8	7	1.28	14 th
10	Decrease in the awareness of Q.S. services	6	6	8	4	6	1.41	7 th
11	Low appreciation of Q.S. services by client	3	7	5	7	8	1.41	7 th
12	No new insight on the emergence of Q.S. services	8	9	6	4	3	1.42	6 th
13	Decreases in support and patronizing Q.S. services	7	6	7	7	3	1.44	4 th
14	Decline in Q.S./ client relationship	6	5	4	7	8	1.34	11 th
15	Inadequate performance matrix on market data	8	9	2	2	9	1.27	15 th
16	Little engagement in private projects	7	7	6	4	6	1.43	5 th
17	Not making a profit on projects	8	9	3	5	5	1.53	2 nd
18	Difficult to know the client's needs	4	6	5	5	10	1.35	10 th
19	No identification of the target market	6	7	7	7	3	1.46	3 rd
20	Decline in market perception	9	4	7	5	5	1.36	9 th

Source: Authors Field Survey 2022

Table 4.2 presents the analysis of the impact of marketing research on quantity surveyors' services. Respondents ranked incompatibility of marketing with professional services (RII=1.60), not making a profit on projects (RII=1.53) and no identification of target market (RII=1.46). This shows quantity surveyors need help to identify and understand their client needs in the past to sell their services, which reduces their strength and level of awareness in the industry. This also



concur with the findings of Ashworth and Hogg (2007) that quantity surveyors must recognize their specific strengths and weaknesses and those of their competitors in their environment.

CONCLUSION AND RECOMMENDATIONS

The greatest challenge is identifying the client's strategic intention related to the quantity surveyor's services. It was concluded that Quantity surveyors could use marketing research to identify their client's strategic intentions in private, public and academic organizations.

The following recommendation is made based on the findings of the study.

- It was therefore recommended, among others, that Quantity surveyors working in a public, private and academic organization should focus on marketing research on the key functions of quantity surveyors such as preparation of bills of Quantities, material estimation, tender preparation and analysis and cost analysis and utilization, cost target and checking because of their relevancy to the success of any projects.
- The study recommended that Quantity surveyors, regardless of their area of services, should adopt marketing research because it assists in understanding the effect of their services on performance.
- The use of periodic marketing research on quantity surveyor services should be encouraged between academia, public and private quantity surveyors to understand their target market and client needs.

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