

Promoting the Contractor's Reputation in the Nigerian Construction Industry

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Abstract : Company's reputation is an elusive asset. The reputation gained by companies must be preserved for sustainability of the company. However, the construction project is still suffering from declination of character due to the factors that affect their reputation. The problem led to the loss of projects, abandoning of the projects and many more. This contributed to negative impact on the contractors in the construction industry. As for today, previous studies have not investigated in this regards yet. For that reason, this paper examines the factors which could promote contractor's reputation in the construction industry in Nigeria. To achieve this aim, 140 questionnaires were distributed to the Nigerian contractors. Based on the 67% response rate, descriptive analysis and analysis of variance (ANOVA) were the tools applied for the data obtained to be analysed. The result shows that, good communication system and improve quality of output of products are the most significant variables that can promote contractor's reputation. The homogenous analyses indicate that there are significant different perceptions of respondents in term of the significant effects. The research concluded that contractor's reputation in construction industry must be maintained and further research was suggested to focus on the qualitative method to have in-depth knowledge on contractor's reputation in the construction industry.

Keywords : construction industry, contractor's reputation, effects of delay, Nigeria

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