









Table 2 shows respondents' opinions on the reasons why building failure/collapse is attributable to the industry professionals. A total of 50 respondents accounting for 30% are of the opinion that when industry professionals compromise standards, poorly supervise construction works, involve in other corrupt practices, and fail to adhere to safety precautions /building codes building are bound to fail or even collapse. 32(19%) only ticked compromising standards, while 30 (17.8) each ticked poor construction supervision work ,involve in other corrupt practices and fail to adhere to safety precautions/building codes buildings are bound to fail or collapse. 32 (19%) only ticked compromising standards, while 30 (17.8%) each ticked poor construction supervision and corruption respectively as reasons why building failures/collapse are attributable to industry professionals. Only 26(15.4%) say building failures/collapses are

attributable to industry professionals who do not adhere to building codes.

**Table 3:** Incessant Building Failure/Collapse put Integrity and Values of Industry Professionals to Test

Options	Frequency	Percentage
Yes	99	59
No	35	20.8
Can't say	33	20.2
<b>Total</b>	168	100

**Source:** Field survey, 2015

Table 3 gives the information that 99(59%) of the respondents answered in the affirmative that incessant building failure has put the integrity and values of industry professional to test. 35 or 20.8 percent disagreed while 34 or 22.2 percent had no opinion of theirs.

**Table 4:** Descriptive Statistics on Reputational Effect of Incessant Building Failures /Collapses on the Building/Professionals

Questions	SA	A	UD	D	SD Mean
Do you agree or not that incessant building collapses have de-market the values integrity of industry professionals?	97(57.7%)	28(16.6%)	21(2.5%)	3(1.7)	19 (11.3%)N=168, M=4.07
Do you agree or not that incessant building failure/collapse portrays Nigeria building industry as corrupt?	84(50%)	23(13%)	31(18.4%)	6(3.5%)	24(14.2%)N=168 M=3.81

Has the marketability of industry professionals to foreign firms/clients devalued	SA	A	UD	D	SD Mean
	64(41%)	21(12.5%)	48(28.5%)	8(4.7%)	22(13%) N=168 M=3.48

**Source:** SPSS Computation of Field Survey Data, 2015

Note: mean scores are based on responses to five Point Likert-type scales. Where: SA= strongly agreed, A=Agree, UD=Undecided= Disagree, Strongly disagree =SD%

Table 4 above reveals the reputational effect of incessant building failures /collapses on the building industry/professionals. As shown in the table, 97 or 57.7 percent strongly agreed, 28(6.6%) merely agreed that incessant building failure/collapse has de-marketed the values and integrity of industrial professionals. In all, 125 or 74.4 percent agreed, this is equally supported by a mean score of 4.07 which is greater than cut off point of 3.05 significance level. 107 or 63.6 percent believe that incessant building collapse /failure portrays the industry as corrupt. Further analysis of data gives a mean score of 3.92. The marketability of industry professional is devalued as a result incessant building failure /collapse. Analysis of data supporting the finding show that 90(53.5%) i.e. (69+21) or 41% + 12.5%) answered in the affirmative. Further analysis of data show that it pooled, the integrity and professional values of those who are industry professionals are at risk. This is because he who has integrity has worth and reputation. This line of argument is supported in the literature. According to Egwu reputation is a good name, respectability; honour, superiority majesty and grandeur [34]. When the integrity of industry professionals is questionable it then suggests they are suffering from image and reputational problem.

The building industry is seen as corrupt due to activities of few unscrupulous elements that are naked- deep into cutting corner or compromising industry standards.

This singular act which has been on continually puts the entire building industry into disrepute. Hence, an organization has a name to protect and publics or stakeholders are proud to associate and identify with such an organization[34],[32].

In sum, reputation is treated as the feedback from others concerning the credibility of an industry's (Nigeria Institute of Building) self definition. The marketability of industry professionals to foreign clients seem to have been devalued. This devaluation is the external perception of industry watchers and external stakeholders. It is what they see or observed happen in the industry that informs their opinion about it. Hence, it is industry professionals who take building and related contracts and should share the blame for any incidence of failure/collapse .This line of argument is somewhat supported by a definition of reputation, which holds that it is "essentially the external assessment of an organization(industry) held by external stakeholders" [35].

This goes to show that the dimensions of reputation include an organization's perceived capacity to meet stakeholders' expectation, the rational attachment that stakeholders form with the organization and the overall net image that stakeholders have of the organization [35].

From the analysis and discussion, the following is summarized as findings:

1. Incessant building failure /collapse has de-market the values and integrity of industry professionals
2. Incessant building failure /collapse have portrayed Nigeria building industry as corrupt.

3. Also, industry professionals' marketability to foreign firms/clients has been devalued as a result of incessant building failure /collapse.
4. Some industry professionals are culpable given their negligence prior to incidence of building collapse; few of them compromise standards, and naked-deep into other sharp practices.

## 5. Conclusion

An industry's corporate/national image is a strategic asset that creates competitive advantages and favourable climate for her survival and development [36]. It can be observed from the presentation, analysis of data and discussion of results that a lot of factors are responsible for building industry's national and global image debacle or profile. Thus the totality of what an organization does, what happens in its operations, the behavior of its personnel/professionals and their attitudes towards laid down procedures, codes and industry best practices, achievement or non achievement defines her image and reputation ratings in the perception of external stakeholders. This perspective of an organization's reputational dimensions is similar to Fombrun's [29] and Bromley's [30] descriptions. Foreman and Whetten's [35] ription of reputation is seen as "a collective representation of a firm's past action and results discern a firm's ability to deliver valued outcomes to multiple stakeholders. The question stakeholders and industry watchers must ask is: has the industry delivered valued outcomes?

From the respondents' views, reputation is seen as cognitive representations of the building industry that may include evaluation. Thus, from the respondents' evaluations, the building industry/built environment and its professionals are grappling with image and reputation problem. The key variables/factors that cause building failure or collapse apart from the natural causes are attributable to man. Therefore, man takes the greater blame, particularly in Nigeria where laid down procedures, laws and building codes are brazenly disregarded. In sum, whether quacks contribute more to building failures/collapses or not, the entire building industry suffers the negative image or reputation.

## 6. Recommendation

Based on the findings of the study, the following is recommended:

1. The Nigerian Institute of Builders must arise to its responsibility and begin to conduct building code enforcement exercise in the built environment. This will help in checking the field day quacks and charlatans are having in the building/construction industry
2. The Institute must organize regular sensitization and capacity building training programmes for its members and allied professionals. This will also help to check activities of quacks and unscrupulous members who engage in sharp practices.
3. It must liaison with relevant authorities to enforce town planning and building codes in the country.
4. Stiffer penalty should be melted out to members found culpable to serve as a deterrent to its members who engage in unwholesome practices.

5. The Nigeria Institute of Builders should enlist the services of Nigerian Institute of Public Relations to mount image/reputation publicity campaigns/programmes for the Building Industry. This will help to enlighten members of the public particularly landlords and estate developers on the image problem, sharp practices brings to the building industry and that of Nigeria in general.

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