

Analysis of branding in the construction industry market

Fatma Mansour^{1*}, Naser Maauf²

¹ Faculty of Economic- Alquba, University of Derna, Alquba, Libya

² Higher institute of Science and Technology- Al Bayda, Al Bayda, Libya

*Email (for reference researcher): nmaauf@gmail.com

تحليل العلامة التجارية في سوق صناعة البناء

فاطمة منصور^{1*}، ناصر معيوف²

¹ كلية الاقتصاد- القبة، جامعة درنة، القبة، ليبيا

² المعهد العالي للعلوم والتقنية- البيضاء، البيضاء، ليبيا

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Abstract:

This study's purpose is to investigate the Libyan construction industries marketing from stakeholders' perceptions. Brand concepts have been largely discussed in multidisciplinary research. Previous studies have focused on brands for consumer essentials such as fashion and consumer goods. However, building a brand in construction project companies is still difficult to implement. This paper analyses the complicated concept of brand management in combination with the characteristics of the product, as conceived in the construction industry market. The findings defined different brand attributes for building strong construction project brand began with brand identity, image of the products, loyalty, and performance. However, the results reveal significant challenges that impact construction market. Lack of communication and cooperation are a big causing influence Libyan construction industry market, leading to no significant relationship between construction industry market, brand variables and education level.

Keywords: construction market, brand, identity, project, communication market.

المخلص :

تهدف هذه الدراسة إلى بحث امكانية تسويق قطاع شركات البناء الليبية من وجهة نظر أصحاب المصلحة. وقد تم مناقشة مفهوم العلامة التجارية على نطاق واسع في بحوث و تخصصات متعددة. كما ركزت الدراسات السابقة على العلامات التجارية للسلع الاستهلاكية الأساسية كالأزياء والسلع الاستهلاكية الأخرى. ومع ذلك، لا يزال بناء علامة تجارية في شركات المقاولات يمثل تحدياً. ولذلك تقوم هذه الدراسة بتحليل مفهوم إدارة العلامات التجارية المعقدة بالتوافق مع خصائص المنتج، كما هو متصور في سوق قطاع الانشاء. توصلت النتائج الي أن هناك عناصر مختلفة لبناء علامة تجارية قوية لمشاريع البناء، بدءاً من هوية العلامة التجارية، وصورة المنتجات، والولاء، والأداء. كما تبين النتائج عن تحديات كثيرة تؤثر على سوق البناء، ويُعد نقص التواصل والتعاون من أبرز العوامل المؤثرة على سوق قطاع المشاريع والمقاولات الليبي، مما يؤدي إلى عدم وجود علاقة ذات دلالة إحصائية بين عناصر العلامة التجارية لشركات البناء ومستوى التعليم.

الكلمات المفتاحية: المقاولات، السوق، العلامة التجارية، الهوية، المشاريع، والتواصل.

Introduction

Companies' industry used brands to ensure the products and services that offered distinct and different from another competitors (Konecnik and Go, 2008). In addition, it is the feeling of a product perceived in a consumer mind. A brand has numerous variables such as its logo, symbol, and name (Keller et al., 2008). All of these variables contribute to the build of the strong brand and shape its image (Dale, 2005). Consequently, the services and products receive brand awareness and image in the industry market, creating value for the constructions and generating in financial profit (Pappu and Quester, 2017).

The competition contributes the formation of the brand image with some levels of quality that suit the wants of diversity clients (Konecnik and Go, 2008). However, branding concept applied in verity sectors for instance, tourism, retail goods, and fashion but still unexplored in construction industry market (Lacar, 2009: Çinar, 2014). Studies relevant to the construction industry depend on cost of product, or the quality of construction material (Mokhtariani et al., 2017). Existing literature highlights that the industry construction projects are normally slow-moving in applied marketing strategies (Shao et al., 2016: Ogbu, 2017).

This study's aim is to investigate of the Libyan construction industries marketing from stakeholders' perceptions. These follows objectives are identified as means of achieving research aim :

- 1- To explore how construction industry in Libya understands and apply the strategy of construction marketing.
- 2- To identify the major challenges and opportunities of the construction industry project face in their market services.

Research gap and questions

Despite the importance of the brand management in marketing, still no sufficient studies in industry company marketing theory (Smyth, 1999; Mokhtariani et al., 2017). Whereas, the sector needs studies about estate construction companies, developers, and housing project applied brand identity, brand image to impact brand trust (Mokhtariani & Davoudpour, 2017). In alignment with this idea, Smyth [16] proposes that, in order to develop a marketing theory for construction companies, one can employ a combination of existing marketing theories and contributions from other industries that are similar in one or more characteristics to the construction industry. In agreement with this idea, Winter and Preece [17] suggest a combination of service and industrial marketing theories and strategies for construction.

Smyth (2016) argues that a marketing theory for the construction project industry can be developed by integrating a current strategy of marketing and contributions from other project sector which have characteristics to the project companies. Similar to (Akintoye, 1995) opinion that propose a combination of service and construction marketing strategies for industry project.

Despite growing academic interest and suggestions to adapt existing marketing theories to the industry organisations context (Smyth, 1999; Mochtar & Arditi, 2001), there remains a significant research gap in developing a unified and empirically validated marketing theory specifically tailored to the construction industry. Current approaches largely rely on borrowing from other sectors without adequately addressing the unique characteristics and challenges of construction firms, particularly indigenous construction firms (Winter & Preece, 2000). While marketing is a well-established discipline in both the industrial and service sectors, it remains relatively misunderstood within the construction industry (Naranjo et al., 2011).

In contrast to sectors with well-established marketing paradigms, the construction industry has traditionally lacked a unified theoretical foundation for marketing strategies. To address this gap, the development of a marketing theory tailored to the construction industry may be effectively pursued through the integration of established marketing frameworks and theoretical contributions derived from industries exhibiting comparable characteristics (Smyth, 1999). This study contributes by filling the gap by answering these questions:

1- How stakeholders in the Libyan construction industry understand and apply the strategy construction project marketing?

2- What are the major challenges and opportunities the construction industry project face in market their services?

The concept of brand

Brands are a differential initiative that have provided an impression of products present by several competitors. Brand has many definitions in the literature, for instance (Pappu and Quester, 2017) defines brand as the sum of both components tangible and intangible such as logo, sign, name, symbol, which perceived in audience mind (Naranjo et al., 2011; Sago and Hinnenkamp, 2014; Ilicic and Webster, 2015). These elements distinctive the brand from other competitors (Keller et al., 2008). Brand has become a platform that allow marketers project more value and develop emotional associations with the consumer (Gobe, 2013). Building connection provides products value and experience to influence clients (Papathanassis et al., 2012).

Brand Identity

Identity of brand is the relationship brand personality with position the brand in order to perceived the image in client's mind (Shaker and Ahmed, 2014). identity is a tool to persuade audiences about the sustainable image of construction project industry (Kinnunen et al., 2022) Managers and staff member cooperated for projected brand identity (Tsaour et al., 2016). Building brand identity should be consisting of tangible and intangible dimensions which creates distinctive it from another competitor (Derton and Nandan, 2012). Brand identity is the central need image that the projectors consider meets the potential clients (Martins, 2015). Supply side build unique identity for their organisations since brand identity projects connection between the customer and project industry (Kapferer, 2008; Yusof & Ismail, 2016). The logo and name are used to enhance awareness about the company and to differentiate it from competitors (Mokhtariani et al., 2017).

Brand image

Brand image is the sum of the connection, impression, thoughts lead to a specific experience and positive brand variables (Keller, 2016). It recognises from the client's (receiver) side (Park et al., 2013). The brand image formed from audiences' perceptions for instance from external attitudes such as social media, colleague and family (Becken et al., 2017). And background information (Janonis & Virvilaitė, 2007). The product variables give crucial factors in the image products (Basaran, 2016). Brand has advantages that are valuable to housing industry projects; and therefore, understanding the process of building, measuring and designing a brand image is of greatest importance (Saisirisha and Katyayani, 2014; Makasi et al., 2014).

Brand personality

It includes human characteristics which are related with a brand (Saisirisha and Katyayani, 2014). These characteristics consists of the demographic factors such as age and income (Kaplanidou and Vogt, 2003). Brand personality is defined as the setting which helps an organisation shape individual's beliefs and products (Davis, 2009). It provides the product brand a position in the client's mind (Aaker et al. 2001: Ghodeswar, 2008).

Brand awareness

Keller (2016) described which recognise and recall the brand name characteristics, in order to identify the brand. Awareness can provide a positive feeling and a brand image that encourages client to buy the products and services (Aaker, 1996: Govers and Go, 2016). Brand awareness influences the purchase decisions and clients' choices (Kehinde, 2011: Karmokar, 2014). Strong brand promotes client's satisfaction towards audience loyalty (Malik et al., 2013: Heinberg et al., 2016). Suppliers used multiple communication marketing system for creating client's awareness such as, sales promotion, advertising, experience (Sallam,2016).

Construction building branding

The construction and engineering service industry drive country growth through development of the project sector, and the industry activities are essential to the development aims of the country's economy by providing housing, infrastructure and employment (Oladinrin et al.,2012). Building construction industry companies are also the main sources of opportunities job for many people, however many of the labour unskilled and inexperienced particularly new graduates (Hanak, 2021).

The construction industry sector is influenced by industrial production and market demand. The construction companies' major emphasis is on brand management and managing relationships with clients, because the industry delivers services. In cases where the housing industry does not have a formed capacity of the relevant market, because of limited demand or investors for these resources, the key strategy is brand building (Lehmann et al.,2008:4).

The concept of marketing management is a combination of planning, promotion cost, and delivering goods and services to build trust which meets customers and companies aims (Philip, 2002:4) and increase the profitability and business success (Mokhtariani et al., 2017). However, the conception of marketing is well known between all sectors. In the building construction companies is still misunderstood (Mokhtariani et al., 2017). The majority of countries such as Turkey, United kingdom, United States, Indonesia, Jordan and Russia stated that they are less considered in the construction mangement marketing management.

Implementation of Construction Building Brand Model

According to Keller (2001) design a pyramid Customer-Based Brand Equity (CBBE), the model describes the process of building brand, the figure composed of four blocks, it considers that isn't moved on to another block until finished. The process initiated with the brand identity, which reflect unique image for differentiate of a company brand. Brand identity involves brand salience in order to build brand awareness. The second block, brand performance and brand imagery which is delivering the products and services to meet demand side needs. The following layer in the block is brand judgement and the feelings deal with customers evaluations and opinions about the brand. The final step of the building brand, brand resonance which is the creation of a relationship between clients and the brand market, this leads to brand loyalty.

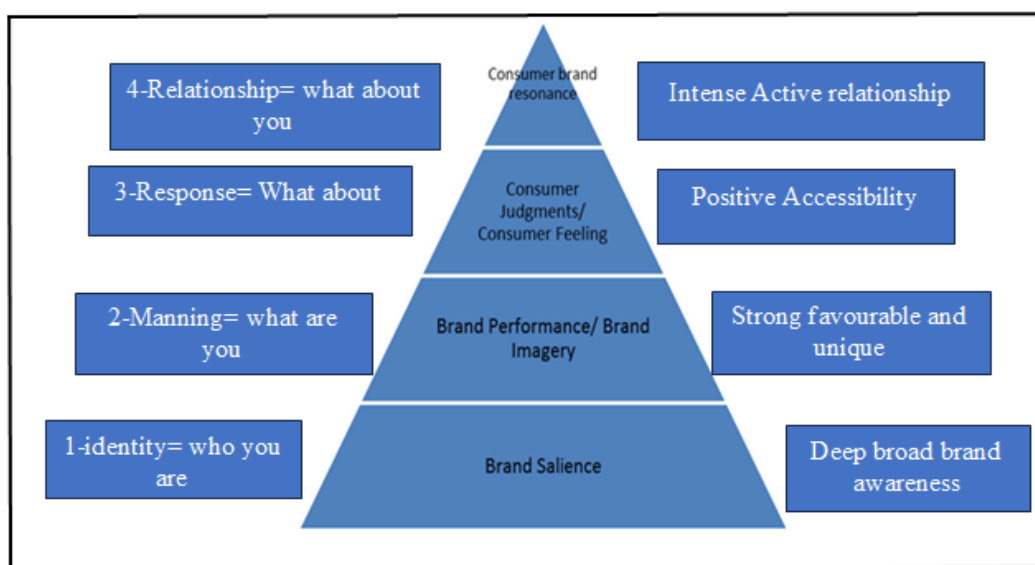


Figure 1: Source: Keller (2001, p.7)

Research Method

For this research used keller (2001) model as research guide. A quantitative data technique was implemented to evaluate the perceptions and attitudes construction project stakeholders regarding the brand marketing. Quantitative research is the objective, deductive and logical integration a natural science model and relevant precise measurements. It formulates the quantification of data collection and analysis to demonstrate the perception of social reality as an external unbiased reality (Bryman, 2012). The main quantitative research focus is concentrated on examining the causal relationships between research variables in a highly structured manner (Creswell, 2013).

SurveyMonkey was employed to collect the data for this study. Questionnaires are suitable for data collection about attitudes, and provide idea about the subjects from a large number of audiences (Hopkins, 2008). A self-administrative survey is used to identify the opinions and attitudes of construction industry projects. The survey questions are about the brand attributes that were employed to express the respondents experience about project companies. The questionnaire questions adopted Likert scale items that measure audiences' opinion about brand components and communication market. The first part was devoted to gaining demographical information. The second question in the questionnaire about table consisted of 5 sections comprised of 24 dimensions (multiple choices) to evaluate their knowledge of brand market (participants can choose any or all). Section (1) dealt with questions about brand identity, the purpose of these types of questions to measure respondents' familiarity with the logo and name of the company brand. Section (2) the brand image to know the respondent's perception about the Libyan construction industry company. Section (3) The brand loyalty which includes evaluating client experience, satisfaction and the project construction market. Section (4) was concerned on the brand's performance to know the project's brand stands out among competitors in the construction industry market. Section (5) deals with how respondents communicate with the company brand marketing, such as the methods to attract the clients. The third open-ended questions allow responses to explore more information regarding challenges that impact project market.

The questionnaire was distributed manually to the respondents (project managers, engineers, consultants, and contractors) from different construction project industry in green mountain area. 550 questionnaires were distributed to the construction project stakeholders. 420 were usable. 90 survey forms were not returned on the due date. 40 were excluded from the analysis because they were incomplete.

Discussion and result

Past studies indicate that branding construction industry marketing might diverge based on the participants' demographic factors, and other variables such as income and past work experience (Qi et al., 2009; Mohammed & Som, 2010). Demographic factors impact clients' attitudes and intentions (Alshari and Lokhande, 2022).

Table (1) provides a summary of the demographics, more than of 59% are youth, and (86%) of them are male. However, 6 respondents above 60. Audiences' education level differed from high school to PhD. (63%) of participants were Bachelor degree holders, but 12 respondents had high school education. In the end, the data provides most of the respondents were engineers and had bachelor's degree. That means construction industry project stakeholders are educated, young adult and wealthy.

Table (1): Participants' Demographic Data

Variable	Interval	Number of respondents	% of total of respondents
Gender	Male	360	86
	Female	60	14
	Total	420	%100
Age	18-30	71	17
	31-40	175	42
	41-50	103	25
	51-60	65	15
	60 or over	06	1
	Total	420	%100
Occupation	Contractor	45	10.7
	Engineer	200	47.6
	Project managers	75	17.9
	Consultants	100	23.8
	Total	420	%100
	Diploma	65	15.5
	Bachelor degree	266	63
	Master's	69	16.4
	PhD	20	5.1
	Total	420	%100
Income	1000-2000	50	12
	2000-3000	120	29
	3000-4000	128	30
	Over 4000	122	29
	Total	420	%100

Exploratory Factor Analysis

The purpose of employ factor analysis is to extract the significant attributes about the opinions of construction company stakeholders (Reio & Shuck, 2015). Maximum Likelihood applied to assess the attributes (24) loading and to improve variables the resolution (Field, 2013).

Table (2): Summary of the EFA variables

No	Variables	Factor Loading	Variables Identifications	Cronbach's Alpha		
1-	Brand is well-known.	.804	Brand identity	.963		
2-	Easy to recognize	.802				
3-	Easy to recall	.793				
4-	Frequently seen	.788				
5-	Trustworthy brand	.812	Brand image		.963	
6-	Modern design image	.809				
7-	Professional reputation	.796				
8-	Safe and secure image	.761				
9-	Prestigious brand	.745	Brand awareness			.963
10 -	Familiar brand name and logo	.798				
11-	Popular from media or advertisements	.782				
12-	Website easy to find online	.752				
13-	Satisfied with the company's construction	.756	Brand Loyalty	.963		
14-	Recommend this company to others	.743				
15-	Choose this company again for future projects	.726				
16-	Maintains long-term relationships with clients.	.712				
17-	brand stands out among competitors	.662	Brand Performance		.963	
18-	Company's branding contributes to its business success.	.623				
19-	Perceive this company as a leader in the construction industry	.602				
20-	A positive impression of the company's brand	.587				
21-	The company's advertising and promotional materials are attractive and informative	.788	Marketing Communication			.963
22-	The company's marketing messages clearly reflect its values and expertise	.774				
23-	The company effectively uses digital channels (social media, website, etc.) to engage customers	.756				
24-	The marketing campaigns increase my trust in the company's brand	.732				

The findings show that six dimensions of the construction building Libyan market. Respondents consider high rated of the brand identity in terms of construction building market. Respondents rated the brand as well known, easy to recognise, easy to recall, frequently seen with high rate. Brand image has high rated in terms of construction building market, trustworthy brand with loading .812, modern design image with loading .809, then professional reputation .796, safe and secure image .761, and prestigious brand with loading .745, Libyan construction authority must concentrate to improve the construction industry image variables and understanding clients' demands. If they want to improve their construction building housing market, the company's image is the most important attributes of its success (Wijaya, 2013). Brand awareness has four attributes, prestigious brand is highest with loading .745, followed by Familiar brand name and logo .798, then popular from media or advertisements .782, the lowest attributes is website easy to find online .752. The data indicates participants choose a construction industry brand that familiar by different various forms such as media or website. This result is in the line with studies (Lipu& Baharuddin, 2023; Gshayyish, 2025), organisations used a new technology for marketing such as social media marketing to make marketing simpler for clients.

Respondents rated brand loyalty as one of the critical phases when they purchase a house or apartment. The table (2) shows that satisfied with the company's construction with loading .756, then recommend this company to others .743, and lowest variables was the maintains long-term relationships with clients .712. This result agrees with studies that (Knox & Walker, 2001), brands generate customer loyalty considering that the most powerful factor that impacts client's choice is the brand awareness (Keller et al., 2008). Brand awareness impacts client decision-making as it can influence perspectives, and satisfied loyalty (Keller et al., 2008). However, the brand performance has a low loading between the other types of brands, brand stands out among competitors with loading .662, a low loading was a positive impression of the company's brand .587. Brand performance helps construction market to understand competitive advantage (Erdil et al., 2018).

There is also another important finding communication market which potential customers are impacted by advertising and materials marketing, the company's advertising and promotional materials are attractive and informative with loading .788, then the company's marketing messages clearly reflect its values and expertise the marketing campaigns increase my trust in the company's brand .732. The study findings support construction industry supplier behold clients believes, which are diverse to some variables of the brand marketing (Buhalis, 2000). This finding supports other studies (Reid et al., 2005; Keller, 2009) web design helps companies in determining products and vision, to encourage repeat of purchase. In this context of brand communication that potential customers can contact and explore information about project industry.

Cross- tabulation applied to describe the correlation between the variables, where there are non-significant correlations between construction industry brand variables and participants qualification degree ($P=.627$) at the .05 level (see table 3). While, the cross- tab shows the level of education influence stakeholders' perceptions of construction industry about brand; people with high education will have different perceptions of brand from those who those stakeholders' constructions companies with low level of education for the same construction building project brand marketing. People who have Master's degree are more concerned with easy to recognise, modern design image and websites that are easy to find online. While, people that have a PhD level are concerned to the trustworthy brand than other education degree. Easy to recall is concerned from people who have bachelor degree. Libyan construction project marketers should consider the education level as a target market for their brand.

Table (3): Chi Square Tests and Cross-tabulation

	Value	df	Asymp. Sig. (2-sided)
Pearson chi-Square	48.325a	53	.627
Likelihood Ratio	56.448	53	.383
N of Valid Cases	420		

Challenges impacts construction company industry

The question provides issues obstacle construction companies when they applied brand housing hold market, this overview is presented in tabular form in the table (4).

Table 4: Concerns that Deter construction building housing market

Issue	No	%
quality of technologies services	56	13.3
payment plan	45	10.7
customer satisfaction	75	17.9
Political instability	110	26.2
financial volatility	112	26.7
Poor Communication	22	5.2

In general, the majority of challenges mentioned by respondents were financial volatility (26.7%), this finding is an agreement with what the findings by (Anireddy, 2024) where he found that marketing houses hold issues like financial volatility, and material prices problems were recognized as the major causes of problems in the construction industry. and political instability (26.2%), it means the government instability is one of the major causes of marketing construction company failures (Mukhtar & Mohamed, 2024). Customer satisfaction (17.9%). This aligns with (Karna et al: 2009) who identified a satisfied customer is the significant tool in construction industry marketing. A satisfied customer is the key to securing guarantee repeat construction projects (Karna, 2004). Followed by (13.3%) quality of technologies services, study by (Kim et al., 2020) organised this variable as a crucial variable used to reduce waste and increasing efficiency in construction projects. Payment plan (10.7%) was another factor contribute in obstacle construction projects market. Previous study by (Reuben et al., 2022) organised this variable as an insufficient financial resources impact the construction industry projects schedule performance. Only 22 responses were poor contact between the company stakeholder, similar finding by (Gebriel & Ali, 2025) poor communication between consultants, client, and contractors caused delay for construction industry project schedule. These factors lead to unsatisfaction customer and poor project reputation (Anireddy, 2024).

Conclusion

This study explored the brand attributes on the Libyan construction project market and the challenges influence projects households' market through questionnaire among the stakeholders of construction building project perception.

The analysis provides identity and brand image as the most important brand components on wide range of attributes; Libyan building construction supplier should create and differentiate brand image in consumer mind. Customer awareness and satisfaction are other important variables in the success of the project's construction market. Based on the findings, significant differences in construction market project were found between high level and low level of education, the impact of education level should consider as a target market for their brand. Further studies are needed to increase our understanding of the impact the education level on the market practise. Interestingly, the findings present in several of factors impact construction market practice. Technology services remain the biggest issue for applications of branded housing projects in Libya, possibly because of their experience. Payment plan is another issue that is causing time delay and the quality of their work. Additionally, customer satisfaction. Customer satisfaction is the one of the factors impacting construction projects market. The underperformance of the construction projects in Libya is due to political instability and financial volatility, which impact budget and schedule. Communication between construction projects stakeholders which impact the project performance.

Recommendations for Further study

The current research examines components of the brand in Libyan construction industry market to see how actual stakeholders project the construction brand; the findings would put for construction building developers and projectors in addressing obstacles related to the identity and other brand components of construction housing market, future research should evaluate the image of construction industry from potential clients.

Payment delay is one of the main issues that needs more attention from project marketers, for example to reduce this challenge, the contractor should follow up on payments to ensure timely receipt the funds, future research should consider the perceptions of clients, government and collecting data from different geographic regions.

The study recommends improving construction industry market by differentiating to build distinctive identity by using communication techniques and collaboration between all project individuals. The further study should consider the communication types between projector and receiver in construction industry market to knows if there is any noise to solve.

Compliance with ethical standards

Disclosure of conflict of interest

The authors declare that they have no conflict of interest.

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