

Communication performance inherent in the repetitive attributes of projects: the case of mass housing projects

Citation

Kwofie, T.E., Amos-Abanyie, S., Fugar, F., Afram, S.O., Aigbavboa, C.O. and Banahene, E.O. (2022), "Communication performance inherent in the repetitive attributes of projects: the case of mass housing projects", *Benchmarking: An International Journal*, Vol. 29 No. 8, pp. 2397-2416. <https://doi.org/10.1108/BIJ-03-2021-0144>

Abstract

Purpose

The perception that the repetitive nature and attributes of mass housing projects (MHPs) induce significant influence on communication among projects teams have persistently been acknowledged without an empirical accentuation. This seemingly untested knowledge tends to limit the predictive accuracy of success and effectiveness of adopted communication style, strategies and models in mass housing particularly due to the incidence of the repetitive attributes. The purpose of this study is to delineate the influence of the repetitive attributes of mass housing projects on communication performance among the project team.

Design/methodology/approach

Through the use of questionnaire survey and structural equation modelling analysis, a hypothesized model tested evaluated the effects of the repetitive attributes of mass housing on information flow and information composition communication performance.

Findings

In the case of influence on information flow, it was seen to be substantial whereas that of the information composition was moderate.

Originality/value

The findings offer empirical credence to the existing perception and indeed affirm that the repetitive features of MHPs significantly contribute to communication performance related to information flow and information composition among the project team. The implication of these findings is that,

practitioners and stakeholders on mass housing are urged to explore bespoke communication methods, medium, strategies and management approaches that fit the MHP attributes and environment to engender managerial and communication efficiencies in the delivery.