Title of Article: Assessment of Promotions of Compressed Stabilized Laterite Bricks In Predicting its Acceptability for Housing in Lagos State, Nigeria

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Abstract: Compressed Stabilized Laterite Bricks (CSLBs) has been canvassed as a viable alternative to sandcrete blocks due to its affordability and sustainability. However, it has not been widely accepted and used for housing construction as a result of certain inhibitors based on peoples' perception. This paper examined the correlation between promotions (one of the inhibitors) of CSLBs in the prediction of its acceptability by the urban populace in Lagos State, Nigeria. Ibeju-Lekki Local Government Area was purposively selected for this study. Structured questionnaires were used to collect data from 180 randomly selected respondents out of which 139 questionnaires were validly completed. Data collected were analysed using descriptive and inferential statistics models. Results of the analysis revealed that adequate promotions of CSLBs will significantly ($P \leq 0.05$) influence its acceptability by the urban populace. In addition, low cost implication and high aspiration for home ownership were identified as other factors that significantly affected acceptability of CSLBs. It is recommended that public awareness campaign and education by government and stakeholders in the building industry is the key to acceptability of CSLBs for housing construction.

Keywords: Acceptability, Compressed Stabilized Laterite Bricks, housing, inhibitors, Nigeria