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Promotions Strategy and Customer Patronage for Real Estate Products in Federal Capital Territory Abuja

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Abstract

Despite the high need for accommodation in the Federal Capital Territory Abuja, many residential houses are empty. The objective of this study is to identify the impact of Promotional tools on Customer patronage for residential real estate products in the Federal Capital Territory Abuja. to realize this objective, the survey research design was adopted. Primary data for this study was sourced from residents residing in two estates located within Apo District in Abuja.A structured questionnaire was distributed to a sample size of 82 obtained through Taro Yamen formula from a population of 103 residents residing in the selected estates. The respondents were reached through the Convenience sampling method. A combination of descriptive statistics and the Pearson Product Moment Correlation Coefficient were used to examine the respondent data and evaluate the hypothesis. The finding reveals that though Promotion tools of Advertising, Personal Selling, Sales Promotions and Social Media have significant impact on customer patronage for residential real estate products in the Federal Capital Territory Abuja, but Personal Selling and Social Media have greater impact. Based on the findings, the recommends that Real estate product sellers should emphasizes personal selling and social media promotion tools, so as to attract more customer patronage for residential real estate products in the Federal Capital Territory Abuja.

Introduction

A firm may produce the best product with great features and most competitive price, but if the product is not known by the market or target customers, the existence of that product will remain a mirage. The attractive value of the product must be communicated to the target market. All efforts aimed at communicating the value of a product is promotions (Madu, 2017). Promotion is used to educate, inform, persuade, remind and retain the patronage of prospective and potential customers of every product and firm (Belch and Belch, 2005). Thopson (1997), as described in Blythe

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(2003), views strategy to an end, with the ultimate result being the organization's purpose and objectives. In other words, strategy refers to the actions, choices, and paths that enterprises take to achieve their goals.

Drawing on the concepts of both promotions and strategy, a promotions strategy is a set of interrelated actions used to inform, educate, convince, remind, and retain consumers by demonstrating the product's worth. (Madu & Hindu, 2022). It is also important to note that peculiar products and peculiar firms have peculiar promotions strategies. Therefore, structuring the promotions strategy will differ from one firm to another and indeed from one promotion to another within the same firm (Blythe, 2003). Promotion is most important for real estate products in the Federal Capital Territory given the competitive trend that is occasioned by the steady increase in the population of the area. Real estate products comprise of accommodation such as residential houses, business premises like stores, warehouses, offices and land (Etyang & Ombaba, 2020) our interest for this study is the residential houses used to satisfy the need for shelter as consumer products.

Among all physiological needs of man, shelter is more important. This is because shelter is used to provide for security and safety which is also a foundation for the provision of food and clothing (Hopper, 2020). The need for shelter is satisfied through the provision of accommodation (Gray, 2007). This is based on the fact that accommodation is sued to provide for security and safety which is also a foundation for the provision of food and clothing (Hpper, 2020). Accommodation is very important in the social and economic activities and growth of every geographical entity. This is because accommodation also provides offices and business premises. Accommodation has been described as the major supplement for urbanization. This implies that the larger the urbanization of a place, the greater the need for accommodation which can only be provided through real estate (Ibrahim and Sa'ad, 2021).

Statement of the Problem

The need for accommodation in Federal Capital Territory Abuja is high. This has also attracted many real estate firms to the Federal Capital Territory Abuja. a move around Federal Capital Territory Abuja shows that many residential buildings in secured Estates exist, but they have been empty for years (Etyang & Ombaba, 2020). This is against the revelation by the National Population Commission, 2018 as cited in Ogbenguwa, et al., 2018 that over two million housing deficits exist in the Federal Capital Territory Abuja, and that this deficit is estimated to increase by 7.5% annually. Related research by Obiadi et al., 2019 shows that developers of Abuja real estate have disregarded the city's original master plan, which aimed to create a sustainable urban space for all types of activities in the FCT Abuja**.**

In another study, Wuyokwe, et al., 2022 traced the inability of the teaming and increasing population of people in Abuja from getting accommodation to high cost of the residential houses. But the provisions by Belch and Belch, 2007 states that promotions have the ability of attracting customers to patronize real estate products in metropolitan cities like the Federal Capital Territory Abuja despite the cost of the products. Advertising, direct marketing, online or interactive marketing, sales

promotions, PR, packaging, personal selling, and publicity are all promotional tactics that may accomplish this. Advertising and sales promotions were some of the promotional methods used in this research to support the claim that odd items and odd businesses have odd marketing approaches**.** Personal Selling and Social Media to curb the prevalence of lack of customer patronage for residential real estate products in the Federal Capital Territory Abuja.

Research Questions
Based on the problems identified above, this study is aimed at providing answer to research Questions such as:
To what extent can Promotions tools attract customer patronage for residential real estate products in the Federal Capital Territory Abuja?

Research Objectives
The objective of this study is to identify the impact of Promotional tools on Customer patronage for residential real estate products in the Federal Capital Territory Abuja.

Research Hypotheses

To realize the objectives and provide answer to the research question for this study, the following hypothesis was postulated.

H0: Promotion tools have no significant impact on customer patronage for residential real estate products in the Federal Capital Territory Abuja.

Conceptual Review
Promotion Strategy

Promotion is a means of communicating valuable information about a product to consumers through a variety of media (Futrell, 2007). According to Lancaster & Massingham, 2001, selling a product quickly requires a well-planned and executed campaign of informational and persuasive channels that the seller initiates. On their part, Belch & Belch, 2007 state that for modern-day marketing where the Internet and Digital competence have taken over as the major determinant of business success, the following promotions tools are relevant: Personal Selling, Advertising, Public Relations, Sales Promotions, Social Media, Direct Marketing, and Packaging. How to combine and implement these promotion tools is termed promotion strategy.

Promotions strategy comprises of a blend of activities aimed at communicating the value of a product so as educate, inform, persuade, remind, and retain the patronage of prospective and potential customers (Madu & Hindu, 2022). To successfully create awareness, interest, and client support and encourage customer patronage in the real estate market, one must engage in effective promotion strategy. This promotion strategy consists of the combination and utilization of relevant promotion tools. These relevant promotion tools include for residential real estate products are Advertising, Personal selling, Sales promotions, and Social Media (Tapp, 2008).

Ads are a kind of commercial advertising that identifies a sponsor and uses mass media to reach a certain demographic with non-personal messages about a business and its products (Kotler & Keller, 2006). Advertising messages pass through a medium or some media. Advertising media include: Broadcast media (Television, Radio, digital media); Print media (Newspapers, Magazines, Direct mail, and Specialties); Point of Purchase (on-premix colours electronic displays, posters or banners); Out-of-Home (Billboards, Non-standardized signs or on-premise signs, Transit media); and others (such as Company Directories and film advertising) (Okpara,, 2002).

Sales promotions include all elements that serve as a direct and time-based incentive by providing intermediaries (resellers), salespeople, and customers with temporary extra value or incentives for the product. (Madu, 2017). Sales promotions are targeted at consumers (customers), middlemen (Resellers) and the company's salespersons. In the Real Estate Business, sales promotions can take the following forms: Cash discounts for regular or prompt payment; Gift for buying or renting an apartment; Contests for residents where prices are won based on creative skill; and Sweepstakes where prices are won based on luck. (Anyanwu, 2003).

Social media is another form of promotion which is done with internet access. The term describes the marketing strategy that involves interacting with a certain demographic using social media to spread the word about a product or service**.** It is a crucial a component of promotions strategies for businesses across all industries, including the real estate market (Tuten & Solomon, 2017). Popular Social Media platforms that suit the residential real estate products include Facebook, Twiter (X), Instagram, YouTube and TikTok.

The term "personal selling" is used to describe the practice of directly interacting with potential customers in order to promote a product or service in an effort to really influence their purchase decision (Futrell, 2007). So, when a salesman meets with a potential buyer in person, they are engaging in personal selling**.** The salesperson is not restricted to locating customers, rather the salesperson's functions include prospecting and evaluating, contacting, sales presentation, handling sales objection and resistance, closing sales and follow-up (Madu, 2010)

Customer Patronage

Customers consist of people who will likely buy or who have already purchased the residential real estate products. They are also be referred to as potential and prospective customers (Kotler & Keller, 2006). Customers can also be referred to as a market. Market means a set of actual and potential buyers of a product (Solomon, 2009). The implication is that Real Estate Companies should not rest on those consumers that are already occupying their properties but should make further efforts to retain the existing customers and attract more new customers using promotion tools. To achieve this, more efforts should be made to capture and retain consumer buyers. Consumer buyers are those buying for their ultimate consumption (Anyanwu, 2010). Therefore, the promotion efforts made to appeal to consumers can also be extended to buyers that patronize resellers of Real Estate products (Ogbenjuwa, et al., 2018). Prominent variables to measure customer patronage for residential real estate products in Abuja

include willingness to rent or buy the products, prompt payment for the products, increase in sales volume and profit for the real estate firm.

Theoretical Review and Framework

Many relevant theories exist promotion strategy and customer patronage for real estate products. But for the purpose of this study, the Engel, Kollat and Blackwell (EKB) Theory was adopted.

This model was originally developed by Engel, Kollat & Blackwell in 1968, but later refined by Engel and Blackwell in 1982 given the death of the third author. The theory postulates that consumer buying is a decision-making process of activities. These activities include problem recondition, information search, alternative evaluation, choice or alternative selection and purchase Decision or outcome. The problem recognition stage is when a prospective customer recognizes that he requires shelter or accommodation. Naturally, the prospect will set out the criteria that would determine the type of accommodation he needs. This will lead him to the next stage which is information search. Information search which is seeking the type of accommodation he needs based on the criteria set earlier. By so doing, different types of accommodation by different Real estate developers of different types and sizes will emanate. Some of the criteria that may be employed by a prospective customer for accommodation include the location of the accommodation, price of the accommodation, facilities in the accommodation such as steady water, Electricity, access road, security and nearness to markets, transportation park and school for children. The next stage which is evaluating the alternatives is where these criteria sets are used to evaluate all the alternative estates or buildings that are discovered. Based on this evaluation, a choice is made among the alternatives and this will lead to a purchase decision for the selected alternatives.

The implication of this theory to our study is that Real Estate firms must always utilize these alternative evaluation criteria to develop promotion messages for the product and ensure that the messages reach the target audience. They must also embark on consistent promotion with various promotion tools to take care of all the buying decision-making processes by the customer to Real Estate products. The model explains consumer buying as a decision process for activities which include problem recondition, information search, alternative evaluation, choice or alternative selection and purchase Decision or outcome (Madu & Hindu, 2020). The reason for this choice is because the Engel, Kollat and Blackwell, 1968 theory provides insights for real estate developers to develop targeted promotion strategies that align with consumers decision-making behaviors. Real Estate development and financing are capital intensive, and so the products emanating from Real estate financing are costly (Bassy & Ogar, 2019). Therefore, customers put a lot of factors into consideration before they buy. Also, there are many competitors in the Real Estate industry especially in Federal Capital Territory Abuja. This requires extensive promotion as a competitive tool to survive the impacts of competition. Extensive promotion is the emphasis of the consumer buying decision process.

Empirical Review

Several articles related to promotion strategy and real estate product development exist. But for the purpose of this study the following articles have been reviewed.

An article titled "Real Estate Finance in Nigeria: Source and Its Effect on Property Development Review" was written by Ibrahim & Sa'ad, 2021, The purpose of the research was to investigate the challenges that are linked with property development in Nigeria as well as to investigate the sources of money and difficulties that are related to financing property development in Nigeria.

This study used a secondary source of data collection, which consisted of a review of articles published in journals. Based on the findings of the review, the research found that real estate can be funded both internally and externally, in the form of state income and mortgage funding, respectively; Real estate development in Nigeria has been met with a variety of challenges, such as problems associated with commercial banks and problems emanating from other competitors of real estate developers. Despite these challenges, real estate development in Nigeria has been relatively successful. Research suggests that the Federal Mortgage Bank of Nigeria (FMBN) should focus only on its designated wholesaler functions, according to the law that established it. The bank provides mortgage banking services to Nigerian construction companies and associates, as well as primary mortgage instruments (PMLS) and operates in the secondary mortgage sector.

The study's emphasis on mortgage institutions—and the Federal Mortgage Banks of Nigeria (FMBN) in particular—and their role in funding real estate development in Nigeria makes it relevant to our own research.

In their 2022 essay, Ogbenjuwa and Robinson discuss the advantages and disadvantages of real estate financing in Nigeria from a strategic perspective. The study examined several issues with real estate financing in Nigeria and offered suggestions on how to fix them. To do this, we used the following independent variables: economic factors, regulatory framework, policy environment, and developers from the private sector. A thorough review of the available literature was part of the researchers' desk-based approach. The study found a lot of things that might make it hard to secure real estate financing in Nigeria. "Benefits of customer relationship management (CRM) on customer satisfaction" was carried out in Malaysia in 2018 by Nastaran, et al., 2018 was included in a book chapter by Research gate titled Digital marketing and customer engagement (Pages 1532-1553) and was published on those pages. The purpose of the research was to assess the effectiveness of the advantages of customer relationship management (CRM) in relation to customer satisfaction. The government should intervene to strengthen the stock market, which will lead to better real estate investment opportunities; it should implement fiscal and monetary policies to stabilize the currency rate, so that investors both at home and abroad can better weather the unprecedented inflationary trends; and it should intervene to strengthen the stock market, so that investors at home and abroad can make better real estate investments.

This research is significant to our study since it was able to discover the diversity of advantages of customer relationship management with respect to attracting customer happiness in the real estate business. Specifically, this study looked at how CRM can be used to attract satisfied customers.

"Empirical Research on the Impact of Real Estate on Economic Development was Executed by Shen. This research used information collected from seventeen prefecture level cities and prefectures located in the province of Hubei between the years 2012 and 2018. Using panel data models, an investigation of the connection between investments in real estate development and overall economic expansion was carried out. According to the findings of the research, there is a long-term equilibrium link between the two, as well as regional variances in the influence of economic growth on real estate development investment in Hubei Province. In comparison to other locations, Wuhan has the most significant influence, whilst the Shemongjia Forest areas have the least significant impact. According to the findings of the research, the extent to which investments in real estate development contribute to economic expansion is proportional to the amount of economic development already present in the area. Because of this, investors need to be encouraged to put their money into the real estate market. This research is relevant to the research that we are doing because it places a strong emphasis on the role that the real estate industry plays in the expansion of an economy. Every economy expands because of a rise in the number of individuals who participate in the production of gross domestic product within that economy. These individuals, whose contributions to the economy help it to flourish, have a need for housing that serves both their residential and their commercial needs. This demonstrates how significant the real estate industry is to the whole economy.

An Empirical Examination of the influence of Mortgage Financing on performance of the real estate sector in Kibumu City, Kenya was done by Etyang and Ombaba in 2020. Finding out how different types of financing affect the real estate market's performance in Kisumu City, Kenya, was the main goal of the study. The effect on the real estate market performance of getting a mortgage using a mix of savings and loans was assessed. For this study, we used two theories as our foundation: structural form theory and liquidity preference theory**.** A kind of research known as exploratory research was used for this study. The population that served as the basis for the selection process was comprised of 125 registered real estate enterprises, 23 licensed mortgaged and financial institutions, and one national construction authority. A total of 97 people who responded to the survey were chosen at random from the public to make up the sample. A preliminary investigation of the research instrument's validity and dependability was carried out in the form of a pilot study. For data analysis and the validation of hypotheses, descriptive and inferential statistics were used. The findings of the research indicate that there is a considerable influence of mortgage financing on the profitability of the real estate industry through personal savings and mortgage loans. Based on this information, the research suggests that there is a pressing need to boost the use of loans and personal savings as sources of financing for real estate transactions. This study is relevant to our research since funding is the most significant obstacle standing in the way of a successful real estate enterprise in Nigeria.

Existing Gap from the Study

From the review of relevant studies, it is obvious that not much has been done in the application of promotions tools for attracting Customer patronage to real estate products. However, this study was executed in Federal Capital Territory, Abuja. Further studies can further be executed in other towns in Nigeria where residents are made up of people of different economic, social, political, and religious characteristics.

Methodology

The survey research design was adopted. Primary data for this study was sourced from residents residing in two estates located within Apo District in Abuja. A structured questionnaire was distributed to a sample size of 82 obtained through Taro Yamen formula from a population of 103 residents residing in the selected estates. The respondents were reached through the Convenience sampling method. Descriptive statistics were used to examine the respondent data, and the Pearson Product Moment Correlation Coefficient was used to test the hypothesis.

Results

All 82 questionnaires distributed were properly fielded and retrieved by the Researcher. This is because the researcher visited the respondents when they are at home and in their convenient periods, distributed and personally retrieved the filled questionnaire from them.

Demographic Analysis

The demographic information of the respondents is discussed below. These include gender, age bracket category of respondents and marital status.

Gender of Respondents

Table 4.2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	32	39.0	39.0	39.0
	Male	50	61.0	61.0	100.0
	Total	82	100.0	100.0	

Source: SPSS Output (Based on questionnaires" Data 2024).

Table 4.2 displays the results showing that out of a total of 100 respondents, 32 were female (or 9% of the total), while 50 were male (or 61% of the total)

Age Bracket of Respondents

Table 4.3: Age

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	40-70yrs	70	85.4	85.4	85.4
	71 yrs. & above	12	14.6	14.6	100.0
	Total	82	100.0	100.0	

Source: SPSS Output (Based on questionnaires" Data 2024).

According to Table 4.3, 85.4% of respondents fell into the 40-70 age category, whereas 14.6% of respondents (those aged 71 and over) filled out the survey 12 times**.**

Marital Status of Respondents

Table 4.4: Marital Status

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Married	43	52.4	52.4	100.0
	Single	6	7.3	7.3	47.6
	About to Marry	33	40.2	40.2	40.2
	Total	82	100.0	100.0	

Source: SPSS Output 2024).

From Table 4.4, married answered 33 copies which indicate 40.2% of the respondents; single answered 6 frequencies representing 7.2% while about to marry answered 43 copies representing 52.4% of the total respondents.

Univariate Analysis

The main analysis consisted of applying statistical analysis to each variable and determining how they were distributed as a way of determining the trends of each variable. This was done as part of the primary analysis. Consequently, frequency tables, mean scores, and standard deviation data were used in univariate analysis on specific indicators, variables, and measures. These numbers were useful for assessing the distribution of variables in the data.

The research instrument generated data that showed the extent to which the major variable agreed with the other variables, together with the dimensions and measurements. The field data was evaluated using a Likert scale with five intensity

levels. Very High Extent (VHE)(5), High Extent (HE)(4), Moderate Extent (ME)(3), Low Extent (LE) (2), and Very Low Extent (VLE) (1) were the intensity levels. As a result, the level of evidence indicated by the mean distributions of each variable is determined by whether it is higher than 3.0 (indicating significant evidence) or less than 3.0 (indicating minimal evidence)**.**

Research Question

To what extent can Promotion tools impact on customer patronage for residential real estate products in the Federal Capital Territory Abuja?

Table 4.1: Computation of Mean Responses on Promotion Tools and Customer Patronage for residential *real estate products in theFederal Capital Territory Abuja*.

Descriptive Statistics

Indicators	N	Min	Max	Sum	Mean	Std. Deviation	Variance
Promotion of Marketing Tools and Customer Patronage	82	1.00	5.00	204.20	2.4902	1.26497	1.600
Are you satisfied with the promotion methods by the company and therefore willing to maintain your patronage and make prompt payments?	82	1	5	174	2.12	1.241	1.540
Are you satisfied with the promotion through advertisement on billboards, television and radio by the company and therefore willing to maintain patronage and make prompt payment?	82	1	5	173	2.11	1.227	1.506
Are you satisfied with the promotion through personal interaction with the company sale personnel and therefore willing to maintain patronage and make prompt payment?	82	1	5	252	3.07	1.438	2.069
Are you satisfied with sales promotions incentives by the company and therefore willing to maintain patronage and make prompt payments?	82	1	5	172	2.10	1.213	1.472
Are you satisfied with promotions through social media by the company and therefore willing to maintain patronage and make prompt payments?	82	1	5	250	3.05	1.473	2.170
Valid N (listwise)	82						

Source: SPSS output (Based on questionnaires' data 2024)

Table 4.11 displays a data overview of the promotion tools and their associated statistics. The data includes numbers that have been summed to reflect the central tendency based on the indicator answers. The research found that on a five-point Likert scale, three of the scale's indicators had weighted mean scores below the criterion mean of 3.00, while

two of the indications had weighted mean ratings above the criterion mean. Respondents in Abuja, the Federal Capital Territory, did not believe that the promotional tactics used by marketers of residential real estate items could gain customer patronage, with a grand mean score of 2.49

Bivariate Analyses

This research performed an in-depth investigation of the univariate analysis of each data set that was obtained from the field survey throughout the preceding parts of this chapter. As a result, we used frequencies, means, standard deviations, and variance to describe the demographics and the responses to the research questions that were pertinent to the study variables. Because of this, we can see how the two are related to one another. To find the bivariate relationship between the marketing tool characteristics and customer patronage, this section employed the Pearson Product Moment Correlation (PPMC). The purpose of this analysis was to identify the parameters of the relationship between the two variables**.** Therefore, the researcher used the work of Cohen et al. (2007) as a reference for establishing the relative degree of the link between these variables as well as the statistical relationship between the two. According to Cohen et al. (2007), the following are some interpretations of the following terms: the coefficient of correlation (effect size), the degree of association, and the statistically significant decision

Table 4.2: Cohen Et Al Statistical Correlation Decision Scale Frame

S/N	Statistical Significance	Association
i.	0.1 – 0.29	Very Weak
ii.	0.3 – 0.49	Weak
iii.	0.5 – 0.69	Moderate
iv.	0.70 – 0.79	Strong
v.	0.80 – 1.00	Very strong

Source: Cohen et al (2007)

Effect size is a straightforward method for determining the effectiveness and statistical significance of an experiment, as well as the connection and difference between two groups (Cohen et al., 2007). After running a 95% test on all hypotheses, the decision criteria for accepting or rejecting hypothetical statements is usually based on adopting a 0.05 significant level. This is because the significance threshold represents the level at which a hypothesis is either true or false. In a similar vein, for the sake of simplicity in both presenting analysis and comprehension of interpretation, the researcher presented hypotheses as relating to promotion tools and customer patronage for real estate products.

Hypothesis Testing

The results of an investigation into the correlation between promotion marketing methods and consumer patronage in Bilaad Realty Estate, Abuja are shown in Table

4.16. Given that the 2-tailed value (PV) is 0.0000.05, the finding that the price marketing tool has a poor connection with consumer patronage (r =.484) is statistically significant. Considering these findings, the hypothesis, which stated that Promotion tools have no significant impact on customer patronage for residential real estate products in the Federal Capital Territory Abuja., has been shown to be incorrect.

Major Findings

The major finding is that Promotion tools of Advertising, Personal Selling, Sales Promotions and Social Media have significant impact on customer patronage for residential real estate products in the Federal Capital Territory Abuja. But Personal Selling and Social Media have greater impact.

HO -- Promotion tools have no significant impact on customer patronage for residential real estate products in the Federal Capital Territory Abuja.

Table 4.16: Computation of The Relationship Between Promotion Tools and Customer Patronage for residential real estate products in Abuja.

Correlations

		CUSTOMER PATRONAGE	PROMOTIONAL MARKETING TOOL
CUSTOMER PATRONAGE	Pearson Correlation	1	.484**
	Sig. (2-tailed)		.000
	N	82	82
PROMOTION TOOL	Pearson Correlation	.484**	1
	Sig. (2-tailed)	.000	
	N	82	82

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS-generated Output (2024)

Discussion

Finding out which forms of advertising residential real estate in Abuja, Federal Capital Territory, are most effective was the primary goal of this study. Advertising (on billboards, TV, and radio), one-on-one interactions, sales events, and social media were all options for the respondents. The data study reveals that in the Federal Capital Territory Abuja, personal selling/interactions and social media are the promotional tactics that most draw their patronage for residential real estate items, with a mean value above 3.00. In the Federal Capital Territory of Abuja, however, there is a substantial correlation between promotional tools and consumer patronage of residential real estate items, according to the results of hypothesis testing for hypothesis

three. Thus, research goal three was accomplished and the research question was addressed**.**

Conclusion

The results of literature review, data analysis and hypotheses testing show that there is significant relationship between promotion tools and Customer Patronage residential real estate products in the FCT Abuja. The result also shows that personal selling and Social Media promotion tools have high impact on attracting customer patronage for residential real estate products in the FCT Abuja.

Recommendation

Based on the findings and conclusion of this study, the following are recommended.

1. Real estate product sellers should use personal selling or personal interaction with the customers to attract more customer patronage for residential real estate products in the FCT Abuja.
2. Real estate product sellers should use social media as their main promotional tools to attract and retain customers' patronage for residential real estate products in the FCT Abuja.

Contribution to Knowledge

This study has explained how promotions tools including Advertising, Personal Selling, Sales Promotions and Social Media can be applied in real estate business, so as to recover the huge finances involved in real estate development and financing. This study has provided the needed information on how Real Estate firms can attract more customer patronage for residential real estate products in the FCT Abuja with application of Persona Selling and Social Media. This study has added to the existing knowledge on how promotion tools can be utilized in the real estate sector. Academics and Researchers can apply the findings of this work as references for further exploration and a foundation for future studies on customer patronage and effective promotions strategies in the real estate industry.

Limitation of the study

The major limitation of this study was the difficulty to access the respondents. The respondents were hardly at home during work hours and on weekdays when the researcher visited their estates. The researcher decided to visit on a Sunday in the evening hours before the respondents were reached.

Suggestion for Further Studies

Since this study was executed in the FCT, it is suggested that further studies of applying promotions tools for attracting customer patronage to real estate products should be executed in other metropolitan cities like Lagos, Aba, Port Harcourt and Owerri. Further studies can also be executed with different methodology and tools of analyses that can apply to customer patronage.

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