

Perusing Factors in Locating Specialized Buildings in Rural Areas, SW Nigeria

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Abstract— The rural areas of Southwest of Nigeria have continued to witness an unprecedented growth in specialized property development. The said developments are so called because of their opulence, design and sizes of land obtained for the development. Interest of researchers have continued to grow in understanding reasons behind locating such developments in the rural areas where modern infrastructure and facilities are in short supply. This research scrutinizes the factors that motivate such developers into choosing present locations. The research design adopted was that of a cross-sectional survey which incorporates the use of questionnaire for data collection. The target population consisting of the Specialized Property Owners and the Practicing Estate Surveyors and Valuers (Realtors) in the sampled States. The results obtained from the two sampled populations were compared. The objective is to determine the agreement through ranking of the opinions of the specialized property owners on one hand and that of the practicing Estate Surveyors and Valuers who are experts in land matters on the other hand. Politically, Southwest zone is made up of six States, three out of these were chosen for this study for convenience due to the spread of the zone. The chosen States are Ondo, Osun and Ekiti States. The result obtained revealed that owners of specialized developments in the region ranked luxury of space as the most important factor followed by status and social class, culture/tradition and family influence as forth. The least ranked are education which was ranked tenth, independence ranked eleventh, continuity twelfth and cheaper cost of living as thirteenth. In the opinion of the Estate Surveyors and Valuers, status and social class was ranked first, family influence as second, continuity third and independence as forth. The least ranked by the practitioners are politics/political power which was ranked tenth, retirement plan eleventh, serene environment twelfth and cheaper cost of living as thirteenth. Two hypothesis were tested and the Kruskal Wallis test conducted to measure the agreement in opinions of these two respondents revealed that there were statistically significant differences in the opinion of the two sets of respondents at 0.05 significant level.

Keywords— Realtors: Rural Areas: Southwest Nigeria: Specialized developments: Structured questionnaire.

I. INTRODUCTION

Scrutinizing factors behind locating specialized properties in locations where they are found has become paramount based on the rate at which such properties are sited in the rural areas. Researchers want to know the reasons that motivate property owners into siting in these locations. The basis is to establish the degree of the equality of the influence of these factors on the property owners in the different rural areas of the Local Governments and on a larger scale on the different States sampled. A rural area has been explained in Lekara et al (2021) as a countryside, a geographical region which is situated in outer cities and municipalities which characteristically are of low population density and with poor social infrastructure that also suffer in many things that include urban migration, lack of social amenities, diseases and poor health care system. Akpan (2012) explained this to be a non-metropolitan area. These definitions therefore made researchers to be more inquisitive in finding out why such developments could be located in such areas.

Location starts from site finding which also is taken as site selection (Costello and Preller, 2010). From the point of view of Government, site selection emanates from Land Use Planning. In Nigeria, several Land Use Planning Regulations have been enacted to control development and ensure sustainable environment (Ogbonna et al, 2017). A site is the most crucial consideration in real estate development since the three most significant factors in real estate development are location, location and location (Fitzgerald, 2015) This makes

location to occupy a considerable place in modern concept of property development as an influencer of use and value (Akogun, 2013). Since the factor of location can never change, the issue of proximity to amenities and infrastructure became relevant as pointed out in Fadhil (2021) and Ali (2022) which expressed location as a chief factor in value determination. The benefits of rural property development have been stressed further as being the agent of transformation of the rural community into socially, economically, politically, educationally, orderly and materially desirable place with the aim of improving the quality of life of the rural population (Ijagbemi et al, 2023). Variables such as the environment of the development, the social class of the investor, the culture and tradition of the inhabitants, politics/political power, influence of the family, peer influence, prestige and competition, retirement plans and cost of living in the area are the non-economic factors considered as the magnetic factors that draw the owners to the locations where they are and scrutinizing these factors will afford the opportunity to rank and draw conclusion on their relative importance.

II. THE STUDY AREA

Nigeria is made up of six geo-political zones of which the Southwest is one. States in this zone are bonded together culturally and geographically. The zone occupies a large portion of the Western part of Nigeria to the West of River Niger up to Atlantic Ocean to the south. Southwest Nigeria is made up of 6 States namely Ekiti, Lagos, Ogun, Ondo, Osun and Oyo States with a population above 50 million people

which is about 22% of the total population of Nigeria (National Bureau of Statistics, 2022). These people are predominantly Yoruba speaking people (World Bank, 2022). Out of the 6 Southwest States, Ondo, Osun and Ekiti States were picked for the study. The 3 States are very representative of all geo-political States in the region.



Fig. 1. Map of Nigeria Showing the six Southwest States
Source: Journal of Geographic Information System

III. METHODOLOGY

The study presents a quantitative research problem that allows adopting survey questionnaire to be served on the selected owners of specialized developments in the selected States. The questionnaire was basically designed to allow the

recipient owners to rank the 13 non-economic locational factors in order of importance. The same approach was used for the practicing Estate Surveyors and Valuers in these States. The data obtained were thereafter analyzed using the Weighted Mean Score, Kruskal-Wallis’s test and Relative Importance Index (RII) to draw conclusion

IV. DATA ANALYSIS, DISCUSSION AND PRESENTATION OF FINDINGS

A. Ranking of Motivating Factors by the Property Owners

The objective of the study sought to investigate the various factors influencing the choice of constructing specialized buildings in the respective rural areas of the three sampled States in the Southwest of Nigeria. The basis is to establish the degree of agreement of the influence of these factors on the property owners in the different rural areas sampled and on a larger scale on owners in other States in the geographical zone. The questionnaire was based on non-economic variables such as the environment of the development, the social class of the owner, the culture and tradition of the inhabitants, politics/political power, influence of the family, peer influence, prestige and competition, retirement plans and cost of living in the area. These are the magnetic factors that draw the owners to the locations where they are and analyzing the factors will afford the opportunity to rank and draw a conclusion on their relative importance. The findings of the research in the different locations have been presented in Table I.

TABLE I. Ranking of Motivating Factors Influencing Property Owners Choice of Location.

Motivating Factors	Ondo State		Osun State		Ekiti State		Aggregate	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Luxury of Space	4.4513	1 st	4.6117	1 st	4.2222	3 rd	4.4284	1 st
Status & Social Class	4.2601	3 rd	4.3786	4 th	4.5613	1 st	4.4000	2 nd
Culture and Tradition	4.2354	4 th	4.5049	2 nd	4.1616	4 th	4.3006	3 rd
Family Influence	4.2024	6 th	4.3204	5 th	4.3131	2 nd	4.2820	4 th
Serene environment	4.3009	2 nd	4.4660	3 rd	3.8990	9 th	4.2220	5 th
Politics / Political Power	4.2124	5 th	3.9320	7 th	4.1385	5 th	4.0943	6 th
Peer Influence & Prestige	4.0796	7 th	3.3301	8 th	4.0909	6 th	3.8335	7 th
Role of Government	3.9204	8 th	4.1262	6 th	3.4258	12 th	3.8241	8 th
Retirement Plans	3.7345	9 th	3.0291	9 th	4.0101	8 th	3.5912	9 th
Education	3.4690	11 th	2.9515	10 th	3.8182	10 th	3.4129	10 th
Independence	3.3921	12 th	2.8615	11 th	3.7071	11 th	3.3202	11 th
Continuity	3.6675	10 th	1.0590	13 th	4.0818	7 th	2.9361	12 th
Cheaper Cost of Living	1.6745	13 th	1.4278	12 th	2.8935	13 th	1.9986	13 th

Source: Field Survey, 2023

From Table I, it was revealed that owners in Ondo State considered luxury of space (4.4513) as the most important motivating factor followed by the serenity of the environment. Next is Status and Social Class of the investor (4.2601), Culture and Tradition (4.2354), Politics and Political Power (4.2124), Family Influence (4.2124) with Cheaper cost of Living at (1.6745) being the least factor.

For owners in Osun State, the major factors in order of ranking are Luxury of Space (4.6117), Culture and Tradition (4.5049), Serene Environment (4.4660), Status and Social Class (4.5613) and the least considered factor being Continuity (1.0590).

The research further examined the opinion of the rural real

estate owners in Ekiti. The result revealed Status and Social Class (4.5613) as the highest ranked factor followed by Family Influence (4.3131) and Luxury of Space at (4.2222) as third and just like in the other States, the least considered factor is Cheaper Cost of Living with a mean score of (2.8935).

The motivating factors influencing the property owner’s choice of building in their present locations owed that the owners in Ondo had the major motivating factors to include Luxury of Space (4.4513), Serene Environment afforded by the rural lands (4.3009), Status and Social Class (4.2601) and Culture and Tradition (4.2354). These factors were ranked 1st, 2nd, 3rd and 4th respectively. Politics and Political Power

envisaged by the owner, the Family Influence and Friends Influence coupled with peer competition were ranked 5th, 6th, and 7th respectively with mean scores of 4.2124, 4.2034 and

4.0796 respectively. Education factor (3.4690), Independence (3.3921) and Cheaper Cost of Living were the least ranked factors in 11th, 12th and 13th positions respectively.

TABLE II. Kruskawalis Test of the Differences in the Opinion of the Property Owners.

Respondents Motivating Factors	Owners in Ondo State		Owners in Osun State		Owners in Ekiti State		Kruskawalis		
	WMS	Rank	WMS	Rank	WMS	Rank	Chi Square	Df	Sig
Luxury of Space	4.4513	1 st	4.6117	1 st	4.2222	3 rd	31.674	5	.000***
Serene Environment	4.3009	2 nd	4.4660	3 rd	3.8990	9 th	38.760	5	.000***
Status & Social Class	4.2601	3 rd	4.3786	4 th	4.5613	1 st	32.350	5	.000***
Culture and Tradition	4.2354	4 th	4.5049	2 nd	4.1616	4 th	26.782	5	.000***
Politics / Political Power	4.2124	5 th	3.9320	7 th	4.1385	5 th	34.571	5	.000***
Family Influence	4.2034	6 th	4.3204	5 th	4.3131	2 nd	7.881	5	.000***
Friends/Competition	4.0796	7 th	3.3301	8 th	4.0909	6 th	84.207	5	.000***
Role of Government	3.9204	8 th	4.1262	6 th	3.4258	12 th	53.343	5	.000***
Retirement Plans	3.7345	9 th	3.0291	9 th	4.0101	8 th	28.667	5	.000***
Continuity	3.6675	10 th	1.0590	13 th	4.0818	7 th	56.931	5	.000***
Education	3.4690	11 th	2.9515	10 th	3.8182	10 th	35.735	5	.000***
Independence	3.3921	12 th	2.8615	11 th	3.7071	11 th	32.947	5	.000***
Cheaper Cost of Living	1.6745	13 th	1.4278	12 th	2.8935	13 th	38.752	5	.000***

Source: Field Survey, 2023 ***Significant @ 0.05

The opinion of the property owners in Osun State on the motivating factors influencing their choices of the study area showed that the major factors include Luxury of Space which was ranked 1st with a mean score of 4.6117, Culture and Tradition which is ranked 2nd with a mean score of 4.5049, Serenity of the Environment which indicates the unpolluted nature of the environment and ranked 3rd with a mean score of 4.4660 and Status and Social Class ranked 4th with a mean score of 4.3786 are the most ranked factors. Family Influence (4.3204), Government Influence (4.1262) and Politics and Political Power (3.9320) were ranked 5th, 6th, and 7th best factors respectively. The least considered factors by the Osun State owners are Independence with a mean score of 2.8615, Cheaper Cost of Living (1.4278) and Continuity motives of the Investors (1.0590) which were ranked 11th, 12th and 13th respectively.

The research further examined the opinion of the property owners in Ekiti State. The most important factors by rank are Status and Social Class which was ranked 1st with a mean score of 4.5613 followed closely by Family Influence (4.3131), Luxury of Space (4.2222) and Culture and Tradition (4.1616) in 2nd, 3rd, and 4th positions respectively. Next in rank are such factors as Politics and Political Power (4.1385), Friends Influence and peer Competition (4.0909) and Continuity intentions of the owners (4.0808). The least considered factors include Independence (3.7071), Government Influence (3.4258) and Cheaper Cost of Living (2.8935) which were ranked 11th, 12th and 13th respectively

Test of Hypothesis

The hypothesis to be tested is whether there is no significant difference in the opinions of the different owners on the motivating factors that influence the choice of locating the buildings across the three States in the Southwest. The results in Table II present an asymptotic significance of the factors that motivate the property owners' choice of the study area. All the examined motivating factors showed that there was statistical relationship between the owners in Ondo and Osun States with a slight difference shared by their counterparts in Ekiti State at a significant level lesser than

0.05. This implies that there are significant differences in the responses of the respondents based on the motivating factors that influence their choices to build in the study area.

B. Ranking of the Motivating Factors by the Estate Surveyors and Valuers

The purpose of this section is to seek the professional opinion of Estate Surveyors and Valuers on identified factors that influences owners to locate such buildings in the rural areas. By virtue of training and being managers of different types of properties coupled with being an active participant in the property market, the Estate Surveyor is in the best position to express dependable professional opinion on the subject matter. Working on the same set of factors, the Surveyors in Ondo, Osun and Ekiti States opined as analyzed in Table III.

The opinion of the practicing Estate Surveyors and Valuers in Ondo, Osun and Ekiti were analyzed on the non - economic factors influencing property development in the rural areas. Based on the opinions of Estate Surveyors from Ondo State, the major factors include Independence (4.5200), Peer Influence and Prestige (4.4800), Family Influence and Status and Social Class (4.4400) respectively being ranked 1st to 3rd. The least ranked factor was cheaper cost of living which was ranked 13th with a mean score of 3.1000.

The opinion of the Surveyors in Osun State revealed Family Influence as 1st with a mean of 4.6667, Independence as 2nd with a mean of 4.5333, Peer Influence and Prestige as 3rd and Continuity also coming 3rd with the mean score of 4.4667. The least ranked factor was cheaper cost of living which was ranked 13th with a mean of 1.7500.

Table III also revealed the opinion of the Estate Surveyors and Valuers in Ekiti State. The analysis revealed that the Surveyors ranked Status and Social Class with a mean score of 4.8571 as 1st, Education as 2nd with a mean score of 4.7143 followed by Continuity as 3rd with a mean of 4.5714. The least considered factors include Cheaper Cost of Living which was ranked 12th with a mean of 2.7143 and then Serene Environment with a mean score of 2.5331 being ranked 13th.

TABLE III. Ranking of the Opinion of the Estate Surveyors and Valuers on Motivating Factors.

Motivating Factors	Ondo State		Osun State		Ekiti State		Aggregate	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Luxury of Space	4.2400	6 th	4.4000	6 th	3.7143	10 th	4.1181	8 th
Serene environment	3.2300	12 th	3.3333	11 th	2.5331	13 th	3.0321	12 th
Status & Social Class	4.4400	3 rd	4.4000	6 th	4.8571	1 st	4.5657	1 st
Culture and Tradition	4.1200	7 th	4.4667	3 rd	4.1429	6 th	4.2432	6 th
Politics / Political Power	3.5200	11 th	3.7333	10 th	4.0000	8 th	3.7511	10 th
Family Influence	4.4400	3 rd	4.6667	1 st	4.4286	4 th	4.5118	2 nd
Peer Influence & Prestige	4.4800	2 nd	4.4667	3 rd	4.1429	7 th	4.3632	5 th
Role of Government	3.8800	10 th	4.0000	6 th	4.0000	8 th	3.9600	9 th
Retirement Plans	3.9200	9 th	1.9333	12 th	3.7143	11 th	3.1892	11 th
Continuity	4.3200	5 th	4.4667	3 rd	4.5714	3 rd	4.4527	3 rd
Education	4.0400	8 th	3.8000	9 th	4.7143	2 nd	4.1848	7 th
Independence	4.5200	1 st	4.5333	2 nd	4.2857	5 th	4.4463	4 th
Cheaper Cost of Living	3.1000	13 th	1.7500	13 th	2.7143	12 th	2.5214	13 th

Source: Field Survey, 2023

The common opinion of the Estate Surveyors about factors influencing owners' choice of location was further analyzed by calculating the aggregate of their responses which in the opinion of the researcher can now be compared on a single flight with the aggregate opinion of the owners. The aggregate opinion as revealed in Table III ranked Status and Social Class with a mean score of 4.5657 as 1st, Family Influence with a mean Score of 4.5118 as 2nd, Continuity with a mean score of 4.4527 as 3rd. This is followed by Independence as 4th with a mean of 4.4463, Peer Influence and Prestige as 5th, Culture and Tradition as 6th with Education ranked 7th with a mean score of 4.1848. The least ranked factors were Retirement plans with a mean score of 3.1892 in the 11th position, Serene Environment 12th with a mean of 3.0321 and cheaper cost of living with a mean score of 2.5214 as 13th.

The test on the differences in the opinion of the rural real estate owner respondents on the motivating factors that influence their choices of the study areas was conducted. The aggregate opinion of the Estate Surveyors and Valuers in Ondo, Osun and Ekiti States were also conducted. The results revealed the level of agreement in the responses of the two target populations on the non-economic factors influencing property development in the rural areas. Table IV showed that there is an agreement in the opinions of the Valuers in Ondo and Osun States particularly as concerns the first three factors namely Independence, Peer Influence and Family Influence.

These three major factors shared the 1st, 2nd and 3rd positions in the two States. However, there is a high-level agreement in the opinion of the Estate Surveyors in all the States on the least considered factors of Serene Environment and Cheaper Cost of Living which all respondents ranked in positions 12th and 13th.

Test of Hypothesis

Just like for the owners, there is need to test if there is a significant difference in the opinion of Estate Surveyors and Valuers on the factors that influence the property owner's choice of locating specialized development across the 3 States. The results in table IV present an asymptotic significance of the non-economic factors influencing property development in the selected areas using the respondent Estate Surveyors and Valuers in Ondo, Osun and Ekiti States. The result showed that there were statistically significant differences in the opinion of the two sets of respondent Estate Surveyors in Ondo and Osun States with that of their counterpart in Ekiti State with a significant level lesser than 0.05. This is a confirmation of the outcome of the test on the opinion of property owners in the study area which pointed to the fact that the opinion of the owners and that of the Estate Surveyors in Ondo and Osun States are the same but different from that of the respondent owners and respondent Estate Surveyors in Ekiti State based on the non-economic factors influencing property development in the rural areas in the three States.

TABLE IV. Kruskawalis Test of Differences in the Motivating Factors for Development.

Respondents Motivating Factors	Owners in Ondo State		Owners in Osun State		Owners in Ekiti State		Kruskawalis		
	WMS	Rank	WMS	Rank	WMS	Rank	Chi Square	Df	Sig
Luxury of Space	4.2400	6 th	4.4000	6 th	3.7143	10 th	53.709	5	.000***
Serene Environment	3.2300	12 th	3.3333	11 th	2.5331	13 th	23.538	5	.000***
Status & Social Class	4.4400	3 rd	4.4000	6 th	4.8571	1 st	15.159	5	.010***
Culture and Tradition	4.1200	7 th	4.4667	3 rd	4.1429	6 th	48.840	5	.000***
Politics / Political Power	3.5200	11 th	3.7333	10 th	4.0000	8 th	51.695	5	.000***
Family Influence	4.4400	3 rd	4.6667	1 st	4.4286	4 th	77.912	5	.000***
Friends/Competition	4.4800	2 nd	4.4667	3 rd	4.1429	7 th	142.804	5	.000***
Role of Government	3.8800	10 th	4.0000	6 th	4.0000	8 th	37.374	5	.000***
Retirement Plans	3.9200	9 th	1.9333	12 th	3.7143	11 th	16.418	5	.006**
Continuity	4.3200	5 th	4.4667	3 rd	4.5714	3 rd	25.037	5	.000***
Education	4.0400	8 th	3.8000	9 th	4.7143	2 nd	18.841	5	.002**
Independence	4.5200	1 st	4.5333	2 nd	4.2857	5 th	66.261	5	.000***
Cheaper Cost of Living	3.1000	13 th	1.7500	13 th	2.7143	12 th	24.863	5	.000***

Source: Field Survey, 2023 ***Significant @ 0.05

V. SUMMARY OF FINDINGS AND CONCLUSION

The study investigated the factors that motivate property owners to locate in the rural areas of the Southwestern part of Nigeria. In order to understand the reasons behind the locations, questions on factors that influenced the choices were asked. It is desirous to know the degree of the equality of these factors on the owners across the locations. Through this, the assertion made in Olajide, Bello and Alabi (2012) and Komisarov, Kauskale and Lepkva (2016) on risks involved on property location and market can be tested. Property development is linked to the surrounding society in the area of environmental impact, political, social and cultural influences, vacancy rates, absorption rates, legal and tax issues are factors that can influence choice of locations. This study have been able to establish thirteen motivating factors that were put forward by the property owners in the sampled communities as factors that motivated them to choose the locations.

Table I revealed that the property owners in Ondo State were mostly motivated by luxury of space (abundance of land in the State) with a mean score of 4.4513. With abundant land, the cost of land will reduce and bigger plots can be obtained. The second most relevant is Serenity of the Environment (4.3009). Where there is abundance of land, the environment will be serene. The table further shows that Status and Symbol (4.2601), Culture and Tradition (4.2354) and Politics/Political power (4.2124) are all important factors. The least important factors in Ondo State were found to be Education, Independence and Cheaper Cost of Living that were ranked 11th, 12th and 13th respectively by the property owners.

In Osun State, the table also revealed that Luxury of Space ranked first. This also indicate that land is abundantly available to developers. The next most ranked factors are Culture & Tradition which was ranked second and Serene Environment ranked third. These high rankings fit into the life of the people of Osun which are known to be people of high culture and tradition. Ranked next in order of importance are Status/Social Class, Family influence and Role of Government. The least considered factors include Independence, Cheaper Cost of Living and lastly Continuity.

In the same manner, the examination and analysis of data on the opinion of the owners in Ekiti State revealed that the most considered factors were Status and Social Class, Family Influence and Luxury of space. Understandably, due to the level of education and knowledge of the citizens here, their social status matter. It will not be out of place therefore to find these top factors ranked highest. Table 1 further revealed that the least considered factors by Ekiti rural property owners were Independence, Role of Government and Cheaper Cost of Living.

In order to have expert opinion about these factors, the opinion of the professional Estate Surveyors and Valuers in the three States of Ondo, Osun and Ekiti were sought. Rymarzak and Sieminska (2012) had claimed that the ultimate location and site selection for real estate are based on a combination of various factors and criteria. Table III revealed

the outcome of the analysis of data from the group. Ondo State Surveyors considered the major factors to include Independence as the most important, Peer Influence and Prestige as second and Family Influence as third. The least considered factors include Politics and Political Power, Serene Environment and Cheaper Cost of Living which were given least considerations.

Table III further revealed the result of the analysis of data on the opinion of the Estate Surveyors and Valuers in Osun State. The table showed that the major factors include Family Influence which was ranked 1st, Independence which was ranked 2nd and Continuity, Culture and Tradition with peer or Friends Influence that were all ranked 3rd. The high rankings conform to the attitude and nature of the Osun people as being family and culturally minded. The least ranked factors were serene environment, retirement plans and cheaper cost of living.

Table III still revealed the opinion of the Estate Surveyors and Valuers in Ekiti State. From their expert opinion, the highest motivating factors influencing the property owner's choice of the study area include Status and Symbol which was ranked 1st, Education as 2nd, Continuity as 3rd and Family Influence which were ranked 4th. The least ranked factors by the Surveyors in Ekiti were Retirement Plans, Cheaper Cost of Living and Serene Environment.

Based on the findings of this study, it is therefore concluded that:

- On the aggregate, most property owners in the Southwest rural areas are motivated to locate specialized properties in locations where they are as a result of Luxury of Space. This is closely followed by their Status and Social Class in the community and the Culture and Tradition of the people.
- On the part of Estate Surveyors and Valuers in practice in the Southwest of Nigeria, the consensus is that property owners are mostly motivated by Status and Social Class of the property owners. This is followed by Family Influence and Continuity motives.
- There is no perfect agreement in the rankings of the specialized property owners and the Estate Surveyors and Valuers at the higher rungs except in Status and Social Class. However, there is an agreement in decisions as to the factors that least motivate the property owners to locate where they are.
- The least motivating factor as revealed in this study is Cheaper Cost of Living across all boards

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