

Analysis of Factors Influencing Investors' Choice of Residential Property Investment Options in Birnin Kebbi

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ABSTRACT

The global property market has experienced significant growth in residential property investments, driven by increasing demand for housing and the potential for long-term capital gains. The study aimed at analysing the factors influencing investors' choice of residential property investment options in Birnin Kebbi Town and the objectives include among others: identification of the residential property investment options available to investors in Birnin Kebbi, appraisal of factors influencing investors' choices in selecting residential property investment options. Both primary and secondary data sources were adopted for the research, Estate Surveyors and Valuers and Property investors/developers were the targeted population and a total number of 400 were retrieved from the respondents across the research areas, census survey was used in the administration of the questionnaires. The study revealed that 1 and 2 bedroom flats were the dominant residential property investment across the research areas and Locational attributes, rental income and capital appreciation amongst other are the factors influencing investors' choice of residential property investment options in Birnin Kebbi Town while the correspondent recommendation include among others Prioritizing lower-unit of residential property investments (1- & 2-bedroom flats) across Birnin Kebbi Town and Encouraging long-term investment outlook for the intending prospective investors within and outside the Town.

INTRODUCTION

Uncertainty about future financial needs and economic conditions makes financial planning and wealth accumulation increasingly important for individuals and households. One of the major mechanisms through which individuals can prepare for future financial obligations is investment, which involves allocating or committing current resources with the expectation of obtaining future financial benefits. Investment therefore represents a trade-off between present consumption and the prospect of future income, capital appreciation, or both. Recent literature continues to emphasise that investment decisions involve the commitment of resources today in anticipation of future economic benefits, while the timing and nature of such commitments expose investors to varying degrees of risk and uncertainty (Block, 2024; Gourier, Phalippou and Westerfield, 2024).

From an individual investor's perspective, investment may also be regarded as the deliberate allocation of available financial resources to assets or investment products capable of preserving wealth and generating future returns. The attractiveness of an investment is consequently not determined solely by its expected return but also by the level of risk associated with achieving that return, the investment horizon, liquidity considerations, and the timing of expected cash flows. Contemporary investment research demonstrates the importance of considering the relationship between expected returns and risk when making investment decisions, as higher anticipated returns may be accompanied by greater uncertainty regarding future cash flows and outcomes (Brennan and Taylor, 2023; Parayitam *et al.*, 2024).

According to Onitekun *et al.*, 2024, prudent investment decisions require investors to evaluate the resources committed to an investment against its expected stream of benefits over the investment period. Such an assessment involves consideration of acquisition and operating costs, expected income, potential capital appreciation, investment duration, liquidity and the risks that may affect future returns. This is particularly relevant to real estate investment, where substantial capital is committed for relatively long periods and returns

are influenced by market conditions, location, rental demand, property characteristics and broader economic uncertainties. Thus, the selection of an appropriate investment option requires investors to balance expected returns against associated risks and costs within their investment horizon.

Investment in residential property has long been recognized as a stable and profitable option, especially in developing economies. Residential property investment ensures the preservation of capital, generates rental income, and appreciates over time, making it a preferred choice among investors (Oladokun and Gbadegesin, 2017). The demand for residential properties is driven by factors such as urbanization, population growth, and economic activities, which influence the dynamics of the real estate market (Bello and Adekunle, 2018).

Investors often consider various factors when deciding on property investment options. These include location, property type, environmental quality, infrastructure, and expected return on investment (ROI) (Omirin, 2016). Understanding these factors and how they influence investment decisions is crucial for real estate developers, policymakers, and stakeholders in the estate management sector. Economic considerations, such as affordability, expected ROI, and market trends, play a significant role, while environmental factors encompass neighborhood quality, proximity to amenities, and the physical condition of the property. Social factors, such as cultural preferences and safety concerns, also influence investors' choices (Adebayo, 2019).

In many developing countries, real estate investment has become a key driver of wealth creation and economic stability. The sector contributes significantly to national Gross Domestic Product (GDP) and is viewed as a hedge against inflation (National Bureau of Statistics, 2022). However, despite its potential, the residential property market faces several challenges, including inadequate infrastructure, inconsistent property valuation practices, and environmental factors such as flooding and waste management issues, which affect the desirability of certain locations (Olayiwola, 2018).

Furthermore, there is an ongoing debate about whether investors prioritize short-term benefits, such as rental income, over long-term gains, such as property appreciation. Some investors prefer centrally located properties that offer immediate rental demand, while others opt for properties in developing areas with potential for future growth (Ajayi and Fabiyi, 2017). These investment patterns highlight the complexity of the residential property market and underscore the need for an in-depth appraisal of investors' preferences and choices.

Statement of Problem

The global property market has experienced significant growth in residential property investments, driven by increasing demand for housing and the potential for long-term capital gains (Smith, 2020). In Nigeria, the property sector has similarly expanded. However, despite the surge in investment activity, there is limited empirical research exploring the specific preferences that guide investors' decisions in residential properties in this region. This gap in knowledge is compounded by the reliance on assumptions by real estate developers, rather than data-driven insights, which often leads to suboptimal investment choices (Abubakar, 2022). Furthermore, challenges such as inadequate infrastructure, fluctuating property values, risk, fluctuation in economic policy and environmental concerns significantly influence investors' choice of residential property investment options in Nigeria (Oluwaseun, 2023).

In line with the above, this study aimed at analysing the factors influencing investors' choice of residential property investment options in Birnin Kebbi and also providing a valuable insight that can guide real estate developers/investors, policymakers, and urban planners in making informed decisions in the study area.

Objective of the research

- i. To identify the residential property investment options available to investors in Birnin Kebbi.
- ii. To appraise the factors that influence investors' choices in selecting residential property investment options.
- iii. To determine the relationship between factors influencing investors' choices and residential property investments options.

LITERATURE REVIEW

Concept of property

property as a complex term that the layman often misconstrues to mean any land and landed improvement they can have or occupy, it has been classified as either personal property or real estate, though in recent time due to the dynamics of development and technology, the intellectual property has become an area of interest that a set of enacted laws now protect them, however land, buildings and its appurtenance have been classified as real estate (Oladimeji, 2022). Notwithstanding, Brendan, (2022); opined from legal perspective, that real estate is not just the land and land improvement, rather consideration is given to the right(s) man (individuals, groups, or government) can exercise on lands and its improvement whether natural or man-made. Therefore, this definition suggest that real estate can be all encompassing: the bundle of rights and interest that subsist on land and landed real estate. Real estate is defined as land and all natural and human-made improvements permanently attached there to, including air and mineral rights (David *et al.* 2016).

Residential real estate

Residential properties represent one of the most basic human needs which has a profound impact on the health, welfare and productivity of individuals in a society (WHO, 2020). It is basically driven by population growth amidst other macro-economic variables. It consists of an array of subunits varying from (tenement, flat, bungalows, story, detached houses, duplexes, terrace apartment, and blocks of flat). In cities like Lagos, Abuja and Port Harcourt, residential real estate indeed dominates the Nigeria real estate market, accounting for more than 80% of all real estate transaction, this is not surprising given the country's rapid urbanization and the resulting demand for housing (Udo and Ekpo 2019)

Types of residential real estate

According to Adewale (2021), the following are the different types of residential real estate.

- i. **Bungalow:** this is a dwelling unit of only one floor. A bungalow could be detected where the unit is standing on its own or alone on the plot of land or semi-detached/duplex bungalow where two or more with a definite separating wall are located within the plot
- ii. **Detached house:** this is a single accommodation unit existing on two floors. It would usually have the conveniences i.e. kitchen and toilet on the ground floor as well as sittings and guest room. The bedroom as well as a family sitting will be on the first floor
- iii. **Duplex/Semi-detached House:** This differs from a detached house in that there will be two units built together but with a definite separation within a plot. Where there are more than two units, it is referred to as terrace house.
- iv. **Flat/luxury flats:** here we have several accommodation units within a building. Each will however have its own separate conveniences contained within it. Flat could be a ground single, two or more storey building and there could be one or two flats on each floor. Slightly different types of flats are the luxury flat in apartment buildings. There are usually in low density area. There are usually on many floors, sometimes high-rise buildings and are serviced with various facilities like lift, swimming pools, packing space, garden parks, etc. they usually contribute to a service charge account from which facilities are maintained.
- v. **Tenement building:** this is usually referred to as "face me, I face you". It also has several bedrooms each serving as an accommodation unit (and at times sitting room and bedroom) within a single building. All occupants will usually share the conveniences, which will usually be located at the back of the building/house. The term "face me, I face you" came about because the rooms are usually built on two rows with a big corridor separating them and, in most cases, facing each other.

- vi. **Maisonette:** this has several units within a building like flats. It however differs from a flat that is on two floors. Like duplexes, it will usually have a bedroom on the top floor and sitting and conveniences on the lower floor. Maisonette by virtue of their design is usually referred to as flats on two floors. It usually contains service units/conveniences to the main house e.g. in the case of tenement, it usually contains the kitchen and bathroom. For their residential houses, the boy's quarter/outhouse will contain living units for service staff. In this case it will usually contain the bedroom and conveniences.

Concept of investment

Investment may be defined as the current commitment of money into a particular venture for a period of time in order to derive future returns in payment, this return must be able to compensate investors by the time the capital sum is committed an expected rate of inflation and uncertainty of future payments (Jones, 2021). Investment is a commitment of resources made in the hope of realizing benefits that are expected to occur over a reasonably long period of time in future. The resources can be men, material, money among others, but at most of the times they can be expressed in terms of money to facilitate investment decision (Sirota *et.al.* 2016).

Investment options in Nigeria

There is an array of investment options across different asset classes in Nigeria. Adewale and Hulchanski (2023) have identified four investment options namely, banks and building societies, stocks and shares, unit trusts, and real estate. However, the list would not be appropriate in Nigeria since investment like unit trusts is barely known and available to Nigerian investors, also public stocks and bonds, corporate stock and shares identified by Bogle (2020) can be grouped into one and called stock market. Banks and building societies can also be called money market in classification was supported by NIESV (2020).

Investment choice

An investment choice is an investor's action to allocate cash among many investment possibilities, including financial and tangible assets (Puri, 2020). Investment choices are made among various competing investment asset classes. Investors make choices from within direct real estate investment assets, between direct and securitized investment assets as well as real estate investment and other investment assets such as stocks and shares (Agava et al., 2021). While making investment choices, individuals gather information from various sources: friends, relatives, social media, stock prices, and fluctuations and changes in real estate prices. The other factors influencing investment choices include financial position, ease of borrowing, and average rate of return on investment (Adhikari 2020). Investment choices play a significant role in the financial function and are the only factor that affects a company's worth (Puri, 2020). Individual investors' previous investments are a strong basis for future choices (Mak and Ip 2017). Investors may also choose instruments that are readily accessible and convenient, i.e., reasonable returns and retaining value, especially in the wake of inflation.

Investment choice-making

Investment choice-making refers to the process through which an investor identifies, evaluates, and selects among available investment alternatives with the objective of maximizing returns while minimizing risk (Afolayan and Lawal, 2023). The term can be viewed from two perspectives choice-making and investment.

Choice-making is the cognitive and behavioral process of deciding among multiple alternatives after evaluating possible outcomes (Wang, 2015). According to Schoemaker and Russo (2014), it involves a systematic process by which individuals or groups reach conclusions about the most suitable course of action within limited resources and time. In essence, choice-making is not a random act but a rational, structured process aimed at achieving defined goals. It involves perception, cognition, and response, which are shaped by both internal and external factors. In the real estate context, these decisions are influenced by market conditions, investor objectives, and the perceived risks and returns associated with different property types.

Investment, on the other hand, refers to the allocation of financial or tangible resources today with the expectation of generating future returns (Laopodis, 2021). In residential real estate, investment choices often

involve committing funds to assets such as rental apartments, duplexes, bungalows, or terraced houses with expectations of rental income, capital appreciation, or both (Yakubu and Nwokolo, 2024). Thus, investment choice-making represents the intersection of cognitive decision-making processes and financial evaluation, leading investors to select specific property assets or markets based on expected performance, affordability, and strategic objectives.

Factors influencing property investment choice in Nigeria

According to Adeleke (2020) and Oyedele (2020), there are some factors or issues to be considered before investors engage in real estate investments internationally, which could pose a hindrance to such investments. These factors include: the local laws; familiarity with foreign cultures, languages, times, zones and markets; the relative size of transfer and the related costs; the rules for taxing capital gains, rental income and inherited properties; the level of rents and rental yields; country regulations regarding who are allowed to purchase, develop and hold what quantity of land; risk perception, particularly currency risk, that is the variability of the purchasing power of the currency across the two countries; market efficiency regarding ease of conversion of real estate into cash and price manipulation, and ; investment costs for instance domestic cost are lower than international investment, many variables contribute to this, including transport cost, exchange rate and importation of capital

Other factors include: political risk and the threat of restriction on the repatriation of investment profit, difference in lease structures and legal frameworks, different relationship between inflation rates and changes in exchange rates, amongst others. Although the Nigerian real estate market has strong economic growth potential and untapped opportunities, there are numerous challenges faced by international investors seeking to diversify their investment option Oyedele (2020). As there are risks associated with any investments done domestically as a result of uncertainties involved, these risks tend to escalate when investments are made on an international scale. Some of the challenges faced by foreign investors in Nigeria are as follows:

a. **Political Risks:** Political climate of any country can influence economic decisions and the country's degree of openness to foreign investment. According to Quinn et al. (2001) democratic governments are less likely to impose capital controls. This is because with democracy, citizens have the constitutional rights and freedom through which they can clamor against any restriction on their investment option. Many foreign investors consider political risk to be one of the biggest determinants in real estate decision (Ganster, 2007 as cited in Udobi *et al.*, 2016). Country risk analysis involves an examination of the country's economic outlook and stability of its government, as well as factors including corruption and crimes. A major political risk associated with real estate investment in unstable markets is expropriation of real estate by the military government, or physical damage to real estate from revolution, rebellion, or civil war. Politically incited violence discourages both foreign and domestic investments in Nigeria. Issues such as kidnappings, riots, vandalism, civil unrest, shootings, have contributed to discouraging international investors. Properties and infrastructures are vandalized and left abandoned in such a state due to fear of repeated attack.

b. **Currency Risks:** Movement and flow of currency can have a dramatic impact on equity returns for foreign investors. A possible irony of international investment is that many developing economies manage to keep exchange rate volatility lower than that which is typical in industrial economies. This is not surprising, as many developing economies try to peg their exchange rates to the U.S. dollar or to a basket of currencies (Adeleke, 2020). Nigeria is faced with a risk of currency devaluation due to her dependency on the dollar. With the volatile nature of the naira, devaluation will continue to pose a risk. Nigeria has legal restrictions on the international transfer of funds associated with capital employed in investment, which is also an issue investors are faced with. The country's currency risk is consequently rated (B) and that poses a challenge to international real estate investors (Udobi *et al.*, 2016).

c. **Land Registration Process:** In order to access mortgage loans, collateral is needed by international investors as security for such loans. For such security to be legally accepted, it must be registered at the relevant land registry. The World Bank ranked Nigeria 183rd out of 190 countries in the ease of registering a real estate ranking, which is one of the worst positions among other African countries. The registration process involves so many steps which take about 2 months to about a year to complete. Thus, lengthy processes and its accompanying

monetary implications leave investors frustrated and to sometimes lose their source of funding or incur further costs in interest on bank loans (Okoro and Anya, 2017).

d. **Bribery and Corruption:** on the Transparency International's 2023 Corruption Perception Index, Nigeria is ranked 145th among 180 countries, which makes it the 35th most corrupt and dishonest country globally. Due to this factor, buildings collapse because of non-compliance to building regulations by contractors engaging in sharp practices. The staff of government regulatory agencies prefers taking bribes rather than ensuring that building regulations are adhered to (Okoro & Anya, 2017). This discourages investors who want a safe and organized environment where they are sure to get optimum returns on investment without setbacks.

e. **Financial Risks:** Risks inherent in Nigeria's financial sector are of major concern to international investors. According to Omisore (2012) as cited in Okoro and Anya, (2017), the defined and reliable mortgage financing as it is not seen as affordable to support longer term loans and funding. The Federal Mortgage bank and its subsidiary are the only mortgage institutions in Nigeria funding real estate investment and the cue to access the fund is unending. Therefore, investors must move capital for investment into the country. The cost of such a transfer may be huge considering the processes involved in the country.

f. **Property market transparency:** refers to the quality and quantity of information made available to participants, as well as the consistency of the rules and regulations with respect to real estate rights in the market. Transparency is what differentiates a developed country from a developing one. According to Udobi et al. (2016), high transparency in the market eases the flow and reliability of information, also makes it harder to find market inefficiencies that would earn a "risk premium." On the other hand, low transparency imposes additional risks and transaction costs.

Nigeria ranks low in real estate market transparency due to lack of reliable current market statistics (including investment performance indexes and market data), as well as a weak record for real estate rights. There is also no requirement to report sales or transfers of real estate, and therefore many real estate transactions are not transparent to the market.

g. **Legal risk and bureaucratic encumbrances:** The bureaucratic roadblocks and legal issues pose as one of the factors discouraging international real estate investors in Nigeria. These issues not only affect domestic investors but also international investors. The apex legislation controlling all land matters in Nigeria is the Land Use Decree of 1978, now Land Use Act (Cap L5 LFN 2004). Land development is under the guidance of the Urban and Regional Planning Department by Decree of 1992 now the Nigerian Urban and Regional Planning Act (CAP N138 LFN 2004). The bureaucracy in obtaining either the Right of Occupancy over a purchased land or the development approval is very cumbersome to domestic operators let alone foreign investors. Government can be erratic and change its policies. Delay exists in passing relevant laws by the National Assembly. The courts handling land matters are no better. Cases are left unresolved for years on end (Lovells, 2013 as cited in Okoro & Anya, 2017). This discourages investors into the sector.

Other challenges include: Real estate taxes; Capital Importation/Repatriation and other foreign exchange rules; Devaluation of the Naira; High cost of development/disparity in currency purchasing power of the Naira; Illiquidity and Ease of entry into the real estate market (Okoro & Anya, 2017).

METHODOLOGY

The study employed both primary and secondary sources for the collection of data required. The target population for this research comprises **property investors/ developers, and estate surveying and valuation firm** who are actively involved in residential property investment and management within Birnin Kebbi. The research focuses on three strategic locations with notable residential development activities: **Gesse Phase 3, Kawara, and Gwadangwaji**. These three locations are developing area of the town and the issue of choice can be practically dealt with. Due to the peculiarity of Birnin Kebbi town, where real estate development association of Nigeria (REDAN) does not exist, the landlords were used as the developer/investor, the second target population is the Estate surveyors and Valuers firm in the research area.

Table 1 below shows the target population/sample frame distribution

S/N	Category	Gesse Phase 3	Kawara	Gwadan Gwaji	Total
1	Investors/Developers/Landlords	326	298	446	1,070
2	Estate Surveyors and Valuers firm	-	-	-	2
Total					1,072

Source: Field Survey, 2025; (NIESV, 2024), (KAEDCO) Document 2025.

The sample size for the study was determined using the **Taro Yamane (1967) as been reviewed by Gen (2002) formula** at a 95% confidence level and $\pm 5\%$ margin of error for the 3 areas where all the 2 estate Firms were used as sample size which made the total sample size to be 400. The formula is given as: $n = N / (1 + N(e)^2)$

FINDINGS AND DISCUSSIONS

Table 2: Residential Property Investment Options in the Study Area

Property Category	Gesse Phase 3	Kawara	Gwadan Gwaji	Total (n=400)
1-Bedroom Flat	68 (37.7%)	66 (38.5%)	77 (36.7%)	211 (37.6%)
2-Bedroom Flat	74 (41.8%)	69 (40.7%)	86 (41.1%)	229 (40.8%)
3-Bedroom Flat	24 (13.2%)	22 (13.2%)	28 (13.3%)	74 (13.2%)
4-Bedroom Flat	8 (4.4%)	9 (5.5%)	12 (5.6%)	29 (5.1%)
5-Bedroom Flat	6 (3.3%)	4 (2.2%)	7 (3.3%)	17 (3.0%)
Total	(100.0%)	(100.0%)	(100.0%)	560 (100.0%)

Interpretation and Implication

Table 2 demonstrates that across the three study areas, **1-bedroom and 2-bedroom flats dominate investor preferences**. In Gesse Phase 3, 1-bedroom flats (37.7%) and 2-bedroom flats (41.8%) are most preferred. In Kawara, 1-bedroom flats account for 38.5% and 2-bedroom flats 40.7%. Similarly, in Gwadangwaji, 2-bedroom flats represent 40.8% and 1-bedroom flats raked 37.6%.

Implication: The consistent dominance of smaller units across all areas shows that investors are strongly influenced by tenant affordability, ease of maintenance, and faster rental turnover. Developers and estate surveyors should therefore prioritize **1-bedroom and 2-bedroom flats** in future residential projects in Birnin Kebbi, as larger units (3-bedroom and above) show significantly lower demand and could lead to slower occupancy and reduced returns.

Factors Influencing Investors' Choice of Residential Property

Table 3 (Gesse Phase III)

options	5	4	3	2	1	Total Score	Mean Score	Rank
Location	73	41	3	35	28	636	3.53	3 rd

	365	164	9	70	28			
Rental income potential	72	47	1	33	27	644	3.57	1 st
	360	188	3	66	27			
Security of neighborhood	64	45	4	36	31	584	3.24	5 th
	320	180	12	72	31			
Infrastructure	68	51	2	31	28	640	3.55	2 nd
	340	204	6	62	28			
Capital appreciation	46	69	2	32	31	607	3.37	4 th
	230	276	6	64	31			

Interpretation:

In Gesse Phase 3, **Rental income** is the most pressing factor in investment decisions. Infrastructural facilities provision and location strongly attract investors. Other factors such as capital appreciation and neighbourhood security, were important but considered secondary.

Implication:

The factor that influence the choice of a prospective investor is the competitiveness in the demand for limited available accommodations especially 1 and 2-bedroom in this particular location which invariably catapulted the rental value of the area. Other factors also played vital role in influencing the investors' choice of residential property investment in the Gesse phase 3.

Table 4 (Kawara)

	5	4	3	2	1	Total Score	Mean Score	Rank
Location	62	41	1	34	32	577	3.39	2 nd
	310	164	3	68	32			
Rental income potential	65	43	3	30	29	595	3.50	1 st
	325	172	9	60	29			
Security of neighborhood	55	43	2	36	34	559	3.28	4 th
	275	172	6	72	34			
Infrastructure	44	58	4	33	31	561	3.30	3 rd
	220	232	12	66	31			
Capital appreciation	39	63	2	34	32	553	3.25	5 th
	195	252	6	68	32			

Interpretation:

In Kawara, **Rental income potential** ranks highest, indicating that investors are mainly driven by steady rental returns. Location and infrastructural facilities provided were also important but plays a supporting role, while capital appreciation is the least considered.

Implication:

The major factor influencing investor's choice of residential property investment option in Kawara is **tenant-related risk**. Investors worry about rent default and irregular payments, even though demand for housing is strong. This suggests that property investment decisions here are guided by short-term income security rather than long-term growth.

Table 5 (Gwandangwaji)

Factor	5	4	3	2	1	Total Score	Mean Score	Rank
Location	69 345	53 212	5 15	42 84	41 41	697	3.31	4 th
Rental income potential	78 390	58 232	3 9	38 76	33 33	740	3.52	1 st
Security of neighborhood	48 240	69 276	7 21	51 102	35 35	674	3.20	5 th
Infrastructure	72 360	59 236	4 12	36 72	39 39	719	3.42	2 nd
Capital appreciation	66 330	64 256	5 15	39 78	36 36	715	3.40	3 rd

Interpretation:

In table 5 above, Rental income is the strongest factor influencing property investment decision of any prospective investor. Although the infrastructural facilities provision and capital appreciation were also considered by respondents as a pulling factor to any investor who wishes to make a choice of investing in Gwandangwaji area, while neighbourhood security is the least.

Implication:

The factor that influence the choice of a prospective investor is the competitiveness in the demand for limited available accommodations especially 1 and 2-bedroom in this particular location which invariably catapulted the rental value of the area. Other factors also played vital role in influencing the investors' choice of residential property investment in Gwandangwaji area.

Table 6 Summary Across Study Areas

Factor	Gesse (Mean)	Kawara (Mean)	Gwadan (Mean)	Row Total (Σ)	Overall Rank
Location	3.53	3.39	3.31	10.23	3 rd

Rental income potential	3.57	3.50	3.52	10.59	1 st
Security of neighborhood	3.24	3.28	3.20	9.72	5 th
Infrastructure	3.55	3.30	3.42	10.27	2 nd
Capital appreciation	3.37	3.25	3.40	10.02	4 th
Column Total (Σ)	17.26	16.72	16.85	56.15	

Interpretation

The results show that **Location** is the most influential factor across the three study areas with a cumulative score of 11.38. This confirms that accessibility, nearness to social amenities, and prime positioning are the strongest determinants of investment decisions. **Rental income potential** follows closely (11.30), indicating that steady returns from tenants remain a major consideration. **Infrastructure** ranks third (11.25), showing that the availability of facilities such as roads, drainage, and electricity is highly relevant, especially in Gwadan Gwaji where it is the leading factor. **Security of neighborhood** ranks fourth (11.18), meaning that although important, safety concerns are considered secondary to location, income, and infrastructure. **Capital appreciation** is the least ranked (11.04), suggesting that long-term gains are less prioritized compared to immediate investment benefits.

Implication

The findings imply that investors in Birnin Kebbi prioritize **short-term benefits and accessibility** over long-term capital growth. Each study area exhibits unique strengths: Gesse Phase 3 investors favor **location advantage**, Kawara investors emphasize **rental income security**, while Gwadan Gwaji investors are most concerned with **infrastructure quality**. This variation indicates that property developers and estate managers should **tailor investment strategies to local conditions**. Improving infrastructure in underdeveloped areas, enhancing neighborhood security, and promoting tenant rent compliance could significantly boost investor confidence and diversify investment choices.

7. Relationship between factors influencing investors' choice and residential property investment options

Correlations					
		Bedrooms	Gessep2	Kawara	Gwadan
Pearson Correlation	Bedrooms	1.000	.794	.664	.860
	Gessep3	.794	1.000	.453	.550
	Kawara	.664	.453	1.000	.690
	Gwadan	.860	.550	.690	1.000
Sig. (1-tailed)	Bedrooms	.	.054	.111	.031
	Gessep3	.054	.	.222	.168
	Kawara	.111	.222	.	.098
	Gwadan	.031	.168	.098	.
N	Bedrooms	5	5	5	5

	Gessep3	5	5	5	5
	Kawara	5	5	5	5
	Gwadan	5	5	5	5

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.943 ^a	.890	.559	32.71226	.890	2.690	3	1	.415

a. Predictors: (Constant), Gwadan, Gessep3, Kawara

b. Dependent Variable: Bedrooms

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8637.108	3	2879.036	2.690	.415 ^b
	Residual	1070.092	1	1070.092		
	Total	9707.200	4			

a. Dependent Variable: Bedrooms

b. Predictors: (Constant), Gwadan, Gessep3, Kawara

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-3479.218	1820.849		-1.911	.307	-26615.292	19656.856					
	Gessep3	463.142	409.659	.453	1.131	.461	-4742.074	5668.357	.794	.749	.375	.687	1.455
	Kawara	89.880	592.169	.070	.152	.904	-7434.341	7614.100	.664	.150	.050	.515	1.940
	Gwadan	385.309	338.162	.562	1.139	.459	-3911.450	4682.068	.860	.752	.378	.453	2.210

Interpretation

From the above correlation analysis, it is obvious that there is positive relationship of 0.794 in Gesse phase 3, 0.664 in Kawara and 0.752 in Gwadangwaji between the factors influencing the choice of an investors and the residential property investment options, factors like rental income, infrastructural facilities provisions and location played vital role in influencing investors choice of property investment in the three selected locations of Birnin kebbi.

RECOMMENDATIONS

In line with the above, the following recommendations are made:

1. Prioritize lower-unit investments (1- & 2-bedroom flats):

Developers and estate surveyors should focus on smaller residential units such as 1-bedroom and 2-bedroom flats rather than higher-unit developments (3-, 4-, or 5-bedroom houses). Investors prefer lower units because they generate income more easily and provide quicker returns, especially under the prevailing economic situation of the country.

2. Adopt site-and-service schemes to enhance infrastructure:

The government should encourage the development of site-and-service schemes, where basic infrastructure such as roads, drainage, electricity, and water supply is provided in advance. This will attract investors to build residential houses, as availability of infrastructure significantly boosts the attractiveness and viability of property investment in emerging areas like Gwadangwaji.

3. Strengthen rental income security:

Policies such as tenancy agreements, rent guarantee schemes, and landlord–tenant education should be encouraged to reduce risks of rent default, particularly in Kawara

4. Encourage long-term investment outlook:

Investors should be sensitized to balance short-term gains (rental income) with long-term benefits (capital appreciation), as this will strengthen sustainability in the property market.

CONCLUSION

This study appraised Factors influencing investors' choice of residential property investment options in Birnin Kebbi, focusing on Gesse Phase 3, Kawara, and Gwadan Gwaji. Findings revealed that **1-bedroom and 2-bedroom flats dominate investment choices**, driven by tenant affordability and faster rental turnover. Among influencing factors, **rental income potential, infrastructural facilities provision** are most important, while **capital appreciation is least prioritized**.

The results further show that all study area has the factor influencing investors' choice of investment in residential property options: investors in **Gesse Phase 3** are location-driven, those in **Kawara** prioritize rental income, while those in **Gwadangwaji** focus on infrastructure. This demonstrates that residential property investment is highly contextual and shaped by local dynamics.

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