

INCENTIVIZING LAND SALES IN PERIPHERAL GATED COMMUNITIES IN IBADAN: A CRITICAL REVIEW

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Abstract: This study explores the incentives driving land sales in peripheral gated communities in Ibadan, Nigeria, employing a mixed-methods approach. The research surveyed 68 private estate developers selected through a purposive sampling method to gain insights into their strategies for enhancing marketability. The findings indicate a significant preference for flexible payment options, with 77.6% of respondents favoring installment payment plans, compared to 20.9% who preferred lump-sum payments, while 1.5% remained neutral. Beyond financial arrangements, developers emphasized the importance of security and sustainability, promoting eco-friendly communities. Additional incentives identified include material offerings such as household items and staple goods, which enhance the appeal of new developments. Developers also provide perks such as free plots for early buyers, complimentary land purchase documentation, and specified quantities of construction materials like concrete blocks and cement bags. These strategies not only facilitate immediate construction efforts by buyers but also create a more attractive proposition for potential homeowners. The results highlight developers' multifaceted approach to navigate market challenges and effectively meet consumer needs. This research contributes to understanding the dynamics of real estate development in emerging markets and underscores the significance of tailored incentives in driving sales to peripheral regions. Ultimately, the study offers valuable insights for developers, policymakers and stakeholders interested in enhancing housing accessibility and promoting sustainable community development in Ibadan and similar urban contexts.

Keywords: Gated Communities, Land Sales Incentives, Real Estate Development, Suburbanization

1.0 Introduction

The rapid urbanization in Nigeria has catalyzed the rise of gated communities, particularly in peripheral areas, to address the burgeoning demand for housing and concerns over security (Adedeji, 2023). These communities are characterized by their physical barriers—walls, gates, and security personnel—along with exclusive amenities designed to appeal to the middle and upper classes (Oyalowo, 2022). The allure of these gated environments often lies in the promise of safety, privacy, and a higher quality of life than the congested inner cities (Ogunleye, 2020).

However, the proliferation of these estates has exposed significant challenges, including inadequate infrastructure, poor accessibility and issues related to overall liveability (Adewoyin et al, 2024). Many developments lack essential services such as reliable roads, water supply, and electricity, which can detract from their perceived value and functionality (Weijnen & Correlje, 2012).

Incentivizing land sales in peripheral, gated communities are essential for attracting investment and fostering sustainable development (Delplanque & Torhonen, 2024). Several strategies can be employed to enhance land sales, including tax incentives, reduced costs for land acquisition, and public investments in infrastructure development (Ajayi & Adebayo, 2021). For instance, local governments could offer tax breaks to developers who commit to providing essential services or to those who integrate social housing into their projects. Additionally, marketing strategies that emphasize the benefits of gated living—such as security, lifestyle amenities, and community features—are vital in generating interest among potential buyers (ICSI-CCGRT, 2023).

However, a lack of critical infrastructure remains a formidable barrier to land sales. Many gated estates are often developed without adequate planning, leading to significant deficiencies in basic services (Omojola & Olanrewaju, 2022). This misalignment can result in buyer disillusionment and reduced investment, underscoring the necessity of a comprehensive approach that addresses not only the sales process but also the broader context of urban planning and community development (Cattaneo et al, 2022).

The challenges confronting land sales in peripheral gated communities extend beyond mere infrastructural deficits (Obeng-Odoom et al, 2013). Social isolation, cultural displacement, and economic barriers play crucial roles in shaping their marketability (Ogunbiyi, 2023). Many residents may feel disconnected from their surrounding communities, limiting their social interactions and access to cultural amenities. Additionally, the high costs associated with purchasing property in these gated areas can exclude lower-income households, further aggravating social inequalities (Hamama & Liu, 2020).

Addressing these multifaceted challenges requires innovative strategies, including community engagement and participatory planning approaches. By involving local residents in the planning process, developers can create environments that reflect the needs and desires of potential buyers, fostering a sense of belonging and community (Bello & Ekwueme, 2022).

Furthermore, government policies that facilitate access to financing, such as low-interest loans or grants for first-time homebuyers, can enhance the viability of these gated developments. Promoting public-private partnerships may also lead to successful outcomes, enabling developers and local authorities to collaborate on infrastructure improvements and service provision (Singh, 2015).

In conclusion, while peripheral gated communities in Nigeria present significant opportunities for housing development, their success depends on effective strategies that incentivize land sales and address critical infrastructure and socioeconomic challenges (Obianyo et al, 2021). By adopting a holistic approach, stakeholders can work toward creating sustainable, livable communities that truly meet residents' needs.

2.0 Literature Review

Gated communities have gained prominence in Nigeria, particularly in urban settings where safety, status, and exclusivity are prioritized by residents (Igbaifua, 2024). Gated communities, often characterized by physical barriers and control over entry and exit, are perceived as a response to urbanization challenges in Nigeria (Adeyemo & Babalola, 2019). They symbolize a desire for improved security, social status, and enhanced living conditions (Olaore, 2020). The appeal of peripheral locations is driven by the need for affordable housing, proximity to urban amenities, and the demand for sustainable living environments (Badiora, 2023).

Pricing strategies, tax incentives, and financing options are crucial for stimulating land sales. Reduced land prices and accessible mortgages can attract buyers to peripheral gated communities, facilitating their expansion (Mandiang et al, 2021). The enhanced security features of gated communities directly influence land sales. Residents are more inclined to purchase land in areas with established security measures, such as CCTV surveillance and guarded entrances (Uche et al, 2020).

The role of infrastructure in incentivizing land sales cannot be overlooked. Improved roads, electricity, and water supply are critical in making peripheral gated communities more appealing, as they enhance residents' overall living experience (Osaze 2022). The availability of communal areas, such as parks, recreational areas, and schools, serves as a major draw for potential buyers. Gated communities offering significant amenities tend to experience higher land sales because they promise an enhanced lifestyle (Chukwuemeka et al, 2021).

Understanding the various stakeholders involved in land sales in gated communities is vital. Key stakeholders include real estate developers, local governments, prospective buyers, and financial institutions. Developers often play a decisive role in shaping incentives presented to potential buyers (Ademiluyi & Olaniyi, 2021). Their marketing strategies, coupled with the support of local governments through policies that favor property development, can significantly influence land sales.

While incentivizing land sales can promote growth in gated communities, several challenges must be addressed. Critics focus on the socioeconomic implications of exclusivity in gated living. Gated communities may intensify social divides because they often cater to a wealthier demographic, leaving lower-income populations marginalized (Aina 2023). Reliance on incentives can also lead to speculative land purchases, where buyers invest not for housing but for future profits (Eze et al., 2021).

Incentivizing land sales in peripheral gated communities in Nigeria is a complex endeavor influenced by several factors, including economic incentives, perceptions of security, infrastructure, and community amenities (Saragi et al, 2022). Understanding the diverse stakeholder perspectives is crucial for developing effective strategies that not only promote land sales and ensure equitable community development. Future research should continue to explore the sustainability of these communities and their long-term impacts on urban development.

3.0 Research Methodology

This study focuses on incentivizing land sales in peripheral gated communities in Ibadan, Nigeria. The aim of this study is to discern effective strategies for encouraging land sales while considering the perspectives of various stakeholders involved in the real estate sector. This section outlines the research design, sampling methodology, participant selection, data collection, and analysis procedures employed in this investigation.

This research uses a mixed-methods approach, combining quantitative and qualitative methods to provide a comprehensive understanding of the incentivization of land sales. The quantitative component involves gathering data through structured surveys directed at real estate developers in peripheral gated communities, while the qualitative aspect comprises in-depth interviews and focus group discussions with a broader array of stakeholders. A purposive sampling technique was employed to select participants from the 150 gated estate schemes located in the outer local government areas of Ibadan. The initial sampling frame consisted of gated estates identified through reconnaissance surveys, relevant real estate directories, and municipal listings.

Registered real estate developers who are members of both the Corporate Affairs Commission and the Real Estate Developers Association of Nigeria (REDAN) were included, whereas developers or estates with incomplete registration statuses or those that had been inactive for over years were excluded. The properties located within the inner-city areas of Ibadan were also omitted from the initial sampling.

Through this process, 68 respondents emerged as the final sample, consisting primarily of real estate developers involved in gated communities of interest. This sample size was deemed adequate for statistical analysis and thematic exploration.

The qualitative phase of the research included a diverse range of stakeholders from the real estate sector. This selection process involved: real estate developers emphasizing developers within the gated community segment to understand the incentives they deem effective, and representatives from governmental housing and development agencies were included to gain insights into policy frameworks.

Current homeowners and potential buyers were engaged to understand market trends and buyer motivations. Lastly, estate surveyors and valuers, urban planners, and local traditional leaders were consulted for their perspectives on community dynamics and land sales. Focus group discussions were structured to facilitate dialog among these diverse groups, ensuring that multiple viewpoints were represented and contextualized within the broader socio-economic framework of Ibadan.

Data were collected through two primary methods: surveys and interviews. The structured questionnaire electronically circulated among the 68 real estate developers was aimed at collecting quantitative data on current practices in land sales within gated communities, perceived barriers to land sales, and incentives that encourage increased sales rates. Each survey consisted of multiple-choice and Likert-scale questions to quantify responses effectively.

Semi-structured interviews were conducted with selected key stakeholders to allow for nuanced responses and deeper exploration of the insights. Focus group discussions foster collaborative dialog and are particularly useful for understanding differing perspectives on incentives and sales dynamics.

Quantitative survey data were analyzed using statistical software to perform descriptive and inferential analyses. Key metrics included frequency distributions, correlations between perceived barriers and sales incentives, and other relevant statistical tests for validation. Qualitative data collected from interviews and focus groups were transcribed and subjected to thematic analysis. This process involved identifying recurring themes and patterns from the stakeholders' discussions regarding land sales incentives.

This research methodology was designed to gather detailed insights into the incentivisation of land sales in peripheral gated communities in Ibadan. Through a purposive sampling strategy, structured surveys, and focused interviews, this study aims to develop a comprehensive understanding of the mechanisms that positively influence land sales. This approach ultimately contributed to developing recommendations for real estate developers, policymakers, and other stakeholders seeking to enhance land sales in these communities.

4.0 Discussion

This research revealed that private gated estates situated in the peripheral areas of Ibadan offer enticing incentives to buyers who opt for full payment within a 12–24-month timeframe, with discounts reaching an impressive 30%. These estates have adopted a strategic approach to plot segmentation, catering to diverse buyer preferences by offering plot sizes ranging from 300 to 500 square meters.

The variation in plot sizes is accompanied by fluctuating prices, which are influenced by factors such as location, plot size, and estate features. The smallest plots measure 300 square meters, while the largest span 500 square meters. This strategic pricing strategy allows estates to appeal to a broad spectrum of buyers. Estates offer generous incentives for bulk payments to attract buyers. These incentives include discounts of up to 30% for lump-sum payments and flexible payment plans that accommodate buyers' financial needs. In addition, estates provide various incentives to stay competitive.

Location plays a significant role in determining prices, with proximity to major roads, amenities, and city centers driving up costs. Consequently, estates situated in prime locations command higher prices, whereas those in peripheral areas offer more affordable options. These findings underscore the dynamic pricing strategies and

incentives employed by private gated estates in Ibadan’s peripheral areas. By understanding these market trends, prospective buyers can make informed investment decisions and optimize their property purchases to suit their needs and budget.

Table 4.1 shows the perception of respondents on a flexible payment schedule as an option and a strategy for marketability of gated estates in Ibadan and results indicate that 77.6% of respondents preferred an installment payment option as opposed to the lump sum of 20.9%.

Table 4.1. Payment Schedule Options for Housing Products

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	1	1.5	1.5	1.5
Instalment	52	77.6	77.6	79.1
Lump sum	14	20.9	20.9	100.0
Total	67	100.0	100.0	

Source: Fieldwork 2023

4.1 Types of gated estate sales incentives

In Table 4.2, the incentives being employed by the operators of Private gated estates vary from one developer to the other, but those operating in Ibadan according to study findings show that incentives such as; buy one plot get one 44.8%, offering of building materials 6%, free allocation/title registration 44.8%, and offering of household electronics items 3%. Figure 4.17.

Table 4.2. Types of incentives to buyers.

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid Building materials	4	6.0	6.0	6.0
Buy one and get one free	30	44.8	44.8	50.7
Free Allocation/registration	30	44.8	44.8	95.5
Free labor	1	1.5	1.5	97.0
Materials and household items	2	3.0	3.0	100.0
Total	67	100.0	100.0	

Source: Fieldwork 2023

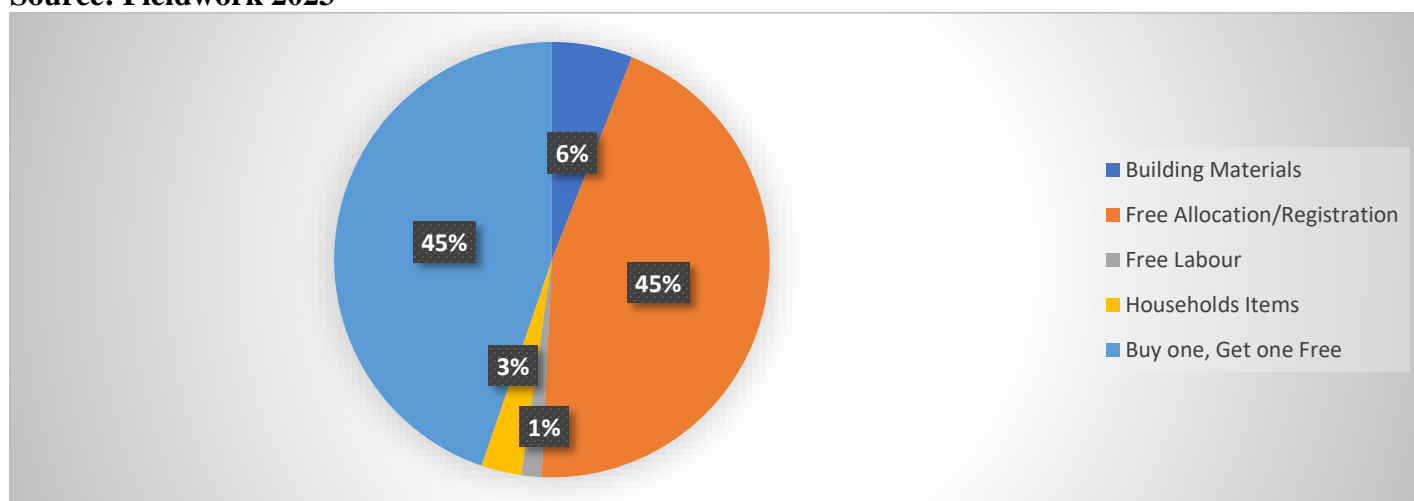


Figure 4.1. Types of incentives to buyers of gated estate products.

Source: Fieldwork 2023

4.2 Gated Estate Land Sales Paradigm in Ibadan.

In the expansive landscape of Ibadan, where cultural richness intertwined with everyday life, gated estate developers are increasingly making their mark in remote areas that were once largely unaffected by urban development. Eager to tap into the rising demand for housing, developers use various incentives that resonate with local customs and broader market trends.

One of the most attractive incentives is an emphasis on security. In cities where safety concerns often overshadow the appeal of a tranquil home, developers present their estates as secure havens. With features such as gated entrances, armed security personnel, and advanced surveillance systems, these properties have become particularly appealing to families seeking refuge from the city's hustle and bustle (Adebayo, 2022).

Furthermore, many of these estates are promoted as eco-friendly communities, aligned with the global movement toward sustainability. Developers highlight green spaces, parks, and environmentally friendly designs that resonate with local communities' strong connection to nature. They often organize community events centered on environmental awareness, helping to cultivate a sense of belonging even before the first house is built (Ige, 2023).

Flexible financing options are another critical component of this model. In regions where access to traditional banking services is limited, developers provide installment payment plans that allow buyers to spread the cost over several years. This approach makes homeownership a more attainable goal for many, particularly those who previously considered it out of reach (Olowoporoku, 2022).

To further entice buyers, especially during festive seasons, developers offer a range of material incentives that align with local traditions. Purchasers might receive household items such as televisions and refrigerators, along with staple goods like bags of rice, kegs of vegetable oil, and livestock products such as chickens, rams, and goats. These gifts not only meet practical needs but also enhance the celebratory atmosphere surrounding new home purchases.

In addition to these offerings, developers often include practical incentives, such as free land purchase documentation, a specified number of sand-crete blocks, bags of cement, and sand-loading containers. These provisions help to ease the initial financial burden on buyers and encourage them to begin constructing their dream homes immediately.

Moreover, developers frequently provide perks like free plots of land for early buyers, discounts for referrals, and assurance of essential infrastructure, including roads and electricity. By embracing local traditions, they often host grand launch events featuring local music, cuisine, and a sense of community that deeply resonates with Ibadan's residents.

Ultimately, these developers' strategies are as much about constructing homes as about fostering a lifestyle. They align with the aspirations of the Ibadan populace, blending security, community and affordability into a comprehensive package that promises a brighter future, even in the more remote areas. As they create these new neighborhoods, they are not merely selling land; they are weaving new narratives into the rich fabric of a city steeped in history and potential.



Figure 4.2: Gated Estate in the Study Area with Advertising Boards

Source: Fieldwork 2023



Figure 4.3: A Typical Gated Estate in the Study Area Ready for Sale.

Source: Fieldwork 2023

5.0 Conclusion

In conclusion, incentivizing land sales in peripheral, gated communities in Ibadan represents a multifaceted opportunity for urban development and economic growth. The growing demand for residential spaces in these areas is driven by factors such as urban migration, the quest for improved living standards, and the appeal of gated community security and amenities (Ozabor, 2024). However, challenges such as infrastructural deficits, regulatory barriers, and the need for sustainable development practices must be addressed to enhance the attractiveness of these investments (Struyk, 2023).

Effective incentives, such as tax breaks, infrastructure development, and public-private partnerships, can significantly bolster land sales. Furthermore, promoting environmental sustainability and integrating community-

focused amenities will not only attract buyers but also contribute to the long-term viability of these neighborhoods. Stakeholders, including government entities, developers, and community leaders, must collaborate to create a conducive environment for investment while prioritizing residents' needs and environmental considerations.

Local governments should prioritize infrastructure development in peripheral areas, including roads, water supply, and electricity. Investments in public services will enhance property values and attract potential buyers (Adeleke, 2020). Tax exemptions or reductions could stimulate interest and investment for developers in those areas. This approach has been successfully implemented in other regions to boost real estate development (Olaniyan, 2021). Encouraging developers to incorporate sustainable building practices and green spaces into gated communities is necessary. This not only attracts environmentally-conscious buyers but also enhances community well-being (Adebayo & Ogunleye, 2022).

Establishing collaborations between government bodies and private developers will create a more attractive investment landscape. Such partnerships can facilitate resource sharing and risk management, leading to more successful development (Ibrahim & Johnson, 2023). As safety is a primary concern for potential residents, integrating robust security systems and community policing initiatives will make these areas more desirable (Ogunbiyi, 2023).

Lastly, there is a need to conduct market research and awareness campaigns. This will enhance the understanding of buyer preferences and enable the implementation of marketing strategies that highlight the benefits of living in gated communities. This could help dispel misconceptions and promote the advantages of such developments (Adedokun, 2022).

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