



## Quantum Marketing Strategies and Marketing Performance of Real Estate Companies in Edo and Delta States, Nigeria

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### Abstract

*This study examines the effect of quantum marketing strategies and marketing performance of real estate businesses in Edo and Delta States, Nigeria. Specifically, the study sheds light on how hyper-personalization and cross-channel integration influence the level of marketing performance of the Nigerian real estate industry. A survey research design was used and a sample of three hundred and sixty-one (361) respondents who are employees of selected real estate business in Edo and Delta States were obtained. Data obtained in the survey were analyzed via descriptive (mean, standard deviation, Pearson correlation and variance inflation factor) and inferential (multiple regression models) statistical tools. Remarkably, the results revealed that these emerging strategies (hyper-personalization and cross-channel integration) have statistically significant and positive effect on marketing performance, particularly in areas of increased customer base, acquisition, retention, sales growth brand loyalty and brand visibility of real estate products/services. The implication of the finding is that while hyper-personalization enhances customers' loyalty by delivering timely property solutions, cross-channel integration ensures a dependable engagement of customers across multiple platforms, resulting to broader market reach. On the basis of the findings, the study recommends that real estate businesses should increase investments in quantum marketing (AI-driven, big-data analytics and machine-learning tools) because it has the potential of increasing marketing performance. Also, the real estate industry must strive towards harmonizing their digital and conventional marketing platforms so as to ensure a seamless customer experiences as well as strengthening brand recognition across all customers' touch-points.*

**Keywords:** Quantum marketing strategies; Cross-channel integration, Hyper-personification; Petroleum marketing; Marketing performance

**JEL Classifications:** M31; M39

### Introduction

In practice, marketing has evolved over time, adjusting to shifts in society and technologies. At first, organizations concentrated on mass production and distribution, and marketing was product-centric. Relationship-based marketing, which prioritises consumer interaction and brand loyalty, replaced it over time (Bader & Bin, 2024). However, organizations began using automation and data analytics to enhance targeting and personalisation as the digital era dawned, especially in the areas of communication, interpersonal connections, marketing, advertising among others around the world. According to Kumar, Ramachandran, and Kumar (2023), the majority of individuals are now familiar with social media and its use to manage various parts of their lives, including their organizations' marketing strategies; this is where quantum marketing strategies lies.

Quantum marketing is a framework that employs disruptive and probabilistic principles of quantum

computing in transforming how marketers understand/engage with their consumers, moving beyond conventional linear models to create highly-personalized, real-time as well as effective campaigns for their products (Amol, 2022). It seeks to analyze complex consumer behaviour behaviours to offer deep, nuanced insights, leading to more accurate predictions, advanced personalization, optimized campaigns, and ultimately, a more resilient and relevant marketing function in an unpredictable world (Naeem, Rana & Nasir, 2023). Thus, quantum marketing strategies (QMS) are the approaches used by marketers in understanding and engaging a dynamic complex consumer-base via an adaptable, real-time, personalized model and use of advanced technologies such as artificial intelligence (AI), machine learning, and quantum computing. Furthermore, in order to maximise customer interactions and corporate performance, the most recent phase, known as quantum marketing, combines AI, machine learning, and other

technologies in a complete way (Chaffey & Smith, 2022). With this strategy, marketers can use real-time and predictive analytics for targeted marketing campaigns, going beyond conventional segmentation. The development of websites and online platforms was spurred by the significance of online marketing to business operations across a range of industries, particularly the real estate sector. In the real estate sector, the usage of QMS is altering how information is disseminated and commerce is carried out by marketers. Hence, a new era in information processing and forward-thinking research is being heralded by rapidly evolving field of marketing analytics and emerging field of quantum marketing (Grewal, Roggeveen, & Nordfält, 2021).

Remarkably, the advent of contemporary logical tools and growing digitisation of consumer data have dominated the field of marketing analytics. Nigerian real estate professionals have a somewhat low awareness of online marketing for real estate disposal (Li, Wang & Ma, 2021). Real estate buyers can use easily accessible digital real estate information to inform their decisions thanks to the effectiveness and ease of digital marketing. Potential real estate buyers might avoid emotional pain throughout the decision-making process by properly communicating important information to them digitally (Li & Savitch, 2021). Therefore, using the right digital channels could help sway choices made in real estate purchases. In light of this, real estate professionals need digital skills via the use of quantum marketing to satisfy the demands of their clients in digital marketing.

The ability to learn and use digital technology-related knowledge, skills, and competencies – like Search Engine Optimisation (SEO), mobile apps, data analytics, the internet of things (IoT), AI, among others, to market real estate goods/services online is referred to as digital intelligence (Dibie, Anibueze & Eboh, 2022). Therefore, it is vital to adopt integrated digital intelligence competences (safety, rights, security, literacy and emotional intelligence) in order to maintain the future of digital real estate marketing. In the past, the real estate business has been infamous for embracing new technologies more slowly and often than other industries. However, a number of factors, including changing consumer preferences and the potential for improved performance, have recently caused a noticeable shift in the real estate industry's use of digital technology.

One indication of this shift may be the growing application of technologies like blockchain, virtual reality (VR), augmented reality (AR), AI, big-data, and the IoT at different phases of real estate lifecycle. Therefore, the use of digital technology for quantifiable communication (such web analytics) while preserving and growing a strong relationship to keep existing real estate clients might be called real estate digital marketing (Ekwueme, Ezech & Olanrewaju, 2019). Real estate goods/services are

positioned well via quantum marketing/digital marketing channels to facilitate easier consumer interaction, improve marketing performance as well as decision-making.

Large data sets can now be processed without any technical limitations via information and communication technology (ICT) for organizations. Organizations have tools like marketing automation that allow them to create personalised offers but a barrier to utilising technology's full marketing potential is the willingness of customers to grant an enterprise access to their data (Ullah & Sepasgozar, 2020). Thus, the primary obstacle to using technology's potential is gaining access to data and obtaining the customer's permission to collect, store, process, and make this data available. Arising from the above, this study investigates how quantum marketing strategies (QMS) (hyper-personification and cross-channel integration) affect the level of marketing performance of real estate companies in Edo and Delta States, Nigeria.

## **Review of Related Literature**

### **Quantum Marketing Strategies (QMSs)**

In recent times, quantum marketing strategies (QMS) has gained significant attention as businesses seek more advanced approaches to engaging consumers. Rahman et al (2023) describes QMSs as the next frontier in marketing evolution, driven by emerging technologies such as AI, blockchain, and neuro-marketing. Chaffey and Smith (2022) argued that digital marketing excellence is now dependent on the integration of machine learning algorithms, which enhance personalization and predictive analytics. This perspective aligns with the work of Grewal, Roggeveen, and Nordfält (2021), who highlight the role of AI in transforming retail marketing through personalized consumer interactions.

Mero, Tarkiainen and Tobon, (2020) emphasize the need for a balance between technological advancements and human-centric marketing strategies. Their research highlights that while automation and AI-driven analytics can optimize marketing performance, businesses must also address ethical concerns and consumer trust issues. Similarly, Ledro, Nosella and Vinelli (2022) explored the effect of augmented and virtual reality in marketing, arguing that these technologies create immersive brand experiences that significantly improve customer engagement. Blockchain technology is another critical aspect of QMS (Heimbach, Kostyra & Hinz, 2019). According to Heimbach, et al (2019), blockchain enhances data security, transparency, and trust in marketing transactions.

Kumar, Ramachandran and Kumar (2023) extend this analysis by examining how QMS and AI has revolutionized marketing analytics, marketing performance, and decision-making processes. Overall, the literature indicates that QMS represents a transformative shift in how organizations interact

with their consumers. QMS relies on several technological components to enhance consumer engagement and business performance. Augmented reality (AR) and virtual reality (VR) create immersive brand experiences, making marketing more interactive and engaging (Dwivedi et al., 2021). The IoT plays a crucial role by enabling real-time data collection and analysis, allowing businesses to offer personalized recommendations based on consumer interactions (Eboh, et al, 2022). These components collectively form a foundation of QMS, transforming traditional marketing approaches into data-driven and technology-enhanced strategies. QMS significantly influences marketing performance of real estate firms by enabling hyper-personalization, predictive analytics, and immersive consumer experience. The real estate industry thrives on trust, transparency and targeted communication, which QMS facilitates through AI-driven insights and blockchain technology. Thus, by leveraging AI-powered data analytics, real estate businesses can gain a deeper understanding of consumer preferences, enabling them to create personalized-marketing campaign that enhance customer engagement and conversion rates (Sundhara, et al, 2023).

### **Dimensions of Quantum Marketing Strategies Hyper-Personalization**

The way businesses interact with their customers has changed dramatically as a result of QMS. Hyper-personalization, which entails evaluating enormous volumes of data to customise marketing messages to specific customers, is one of its main advantages. Personalisation powered by AI improves consumer experiences and boosts brand loyalty (Grewal et al., 2021). By foreseeing customer demands and providing relevant content instantly, predictive analytics enhances engagement even further. Notably, personalisation has developed into hyper-personalization, a cutting-edge strategy that creates highly customised experiences for clients by leveraging data analytics, artificial intelligence, and machine learning (Rahman et al., 2023).

By providing content and promotions that are specific to each customer's tastes, hyper-personalization fosters deep consumer engagement. Businesses can produce communications that are relevant and targeted by analysing client data, such as past purchases and online activity. Once more, knowing the preferences of each individual consumer helps companies to tailor goods and services to suit certain requirements and create a feeling of exclusivity (Liu, Zhang & Wang, 2021). Thus, by showcasing a thorough awareness of individual preferences and anticipating demands, hyper-personalization helps organisations to establish emotional relationships. Customers become brand champions as a result of this loyalty, which transcends transactional encounters. Businesses can

find pain points and remove friction in the customer journey by implementing hyper-personalization.

According to Markovich et al. (2019), consumers engage favourably with digital clienteling, which provides them with hyper-personalized product possibilities. Because it allows businesses to use real-time and AI-driven solutions, hyper-personalization can be thought of as a more detailed approach to personalisation. Organisations are using machine learning, artificial intelligence, the Internet of Things, and machine-to-machine communication to automate their marketing and personalise content in order to meet customer expectations and boost volume of real-time transactions (Mbai, Ngui & Ndiao, 2018). Hyper-personalization improves personalisation by utilising unstructured data, in contrast to standard personalisation, which is either predicated on a set of content guidelines or on watching consumer behaviour. The essence of hyper-personalization was summed up by Lahti, Wincent, and Parida (2018), who claimed that it shifts the way that customers communicate from using basic characteristics like name, location, or even segment to making sure that every component of a communication—including images, offers, products, and even the timing and manner of delivery—is tailored to the recipient.

### **Cross-Channel Integrations**

Channel integration goes beyond conventional multichannel strategies in the context of quantum marketing by establishing a networked system in which real-time customer interactions are synchronised. Businesses may now deliver individualised and consistent messages across channels including social media, mobile apps, websites, and physical stores because to this integration (Bader & Bin, 2024). AI is essential to quantum marketing's channel integration optimisation; AI-driven analytics provide real-time synchronisation of consumer data across platforms, giving companies the ability to efficiently monitor customer interactions and preferences (Kumar et al., 2023). Businesses can create individualised marketing plans that appeal to certain customers by utilising this data.

Additionally, blockchain technology improves the transparency and security of transactions through linked channels. Blockchain technology can support safe and transparent real estate transactions in the context of real estate marketing, fostering buyer-seller confidence (Sundhara et al., 2023). By guaranteeing that all participants have access to unchangeable transaction data, this technology lowers the possibility of fraud and boosts process confidence. By gathering and evaluating data from numerous linked devices, the Internet of Things enhances channel integration even more. IoT devices have the ability to track consumer interactions in real-world settings, including when they visit real estate showrooms, and combine this information with

online activity. Marketers may provide individualised experiences that bridge the gap between online and offline channels thanks to this thorough understanding of client activity (Dwivedi et al., 2021).

Furthermore, to provide a smooth and customised consumer experience, channel integration in quantum marketing strategies makes use of cutting-edge technologies (Kumar et al., 2023). Businesses may improve customer engagement, establish trust, and cultivate enduring connections by coordinating data and interactions across several platforms. As technology advances, it is becoming more and more crucial for businesses looking to remain competitive in the digital market to incorporate AI, blockchain, and IoT into their marketing strategy.

### **Marketing Performance**

Due to its subjective nature, performance has been interpreted in a variety of ways in the present. Numerous studies in the marketing literature examine how environmental factors relate to the concept of performance. According to Ledro et al. (2022), performance is defined as accomplishing the objectives specified in the convergence of enterprise orientations. In this sense, performance is not just the discovery of an outcome but rather the result of comparing the outcome with the purpose. A notable accomplishment in a field of endeavour, the best outcome obtained by a technological system, or a result (particularly good) obtained by an individual are all examples of performance (Dibie et al., 2022). Interestingly, performance can only be associated with one particular outcome; it cannot be associated with any other outcome. Performance is future-oriented, designed to reflect the distinctive qualities of each organisation or individual, and grounded in a causal model that links parts and products, claim Li and Savitch (2021). Performance is consequently influenced by a number of variables aimed at achieving the desired outcomes and meeting the demands of the clients. A more thorough definition of performance is provided by Markovich et al. (2010), who claim that it encompasses both acts and results. Both actions and results are regarded as performance; the results of the mental and physical labour required to complete tasks are not only tools for accomplishing certain goals, but are also outcomes in and of it that may be evaluated separately from results.

Enterprise performance, not just cost reduction or value enhancement, is what leads to a better cost-value pair, according to Rahman et al. (2023). Their competitiveness and success in the fast-paced corporate world of today are greatly influenced by their marketing performance. In order to increase brand awareness, draw in new clients, and boost sales, businesses are putting more and more emphasis on marketing tactics (Ullah & Sepasgozar, 2020). Technology development, the regulatory

environment, consumer behaviour, competition, and economic trends are some of the internal and external elements that influence marketing performance (Ullah & Sepasgozar, 2020). To keep ahead of the competition, businesses are constantly modifying their marketing plans to take these elements into account.

Growing competitiveness is one of the main issues that organisations are dealing with. Traditional corporate processes are threatened by new entrants' creative marketing strategies and digital solutions. Therefore, in order to effectively compete, businesses must use data analytics, AI-powered marketing tools, and performance-boosting tactics. Furthermore, according to Naeem et al. (2023), client involvement has emerged as a crucial component of marketing performance for businesses. In today's fiercely competitive industry, establishing trusting relationships with clients, learning about their needs, and providing individualised experiences are essential components of success. In order to improve their marketing success, businesses must spend money on client loyalty programs, social media involvement, and customer relationship management (CRM).

### **Theoretical Framework**

The technological determinism (TTD) theory, which has drawn interest in the analysis of marketing research for real estate firms, served as the foundation for this investigation. According to TTD, the primary force behind societal transformation is technology. McLuhan and Postman have promoted the TTD, which holds that technological advancements have the ability to independently affect institutions, society, and human behaviour (Mero et al., 2020). TTD proponents contend that social and economic structures are changing mostly due to technology. Theorists emphasised that the characteristics of a communication medium have a fundamental influence on how information is interpreted and how society is formed by arguing that the medium is the message.

TTD offers a comprehensive perspective for examining the transformative impact of digitisation on the real estate industry. The theory provides a conceptual framework for examining the significant shifts in market dynamics, transaction procedures, and communication brought about by cutting-edge technological advancements. TTD clarifies how technology affects not just specific activities but also the broader socioeconomic structure of the real estate sector. This paradigm must be used to the quantum marketing of real estate operations in order to analyse how technology-driven changes impact various aspects of the real estate sector, including property listings, transactions, marketing, and consumer behaviour. As a result, this paradigm observes shifts in market dynamics brought about by the direct effects of digitisation.

The deterministic nature of the theory itself has been cited as a significant critique of the TTD, which is not without its shortcomings and problems. According to Liu et al. (2021), it ignores the influence of socioeconomic and cultural factors on digital marketing, oversimplifying the intricate interaction between technology and society. Although digitalisation is a major factor in the real estate sector, it operates within a socioeconomic framework that is shaped by factors including governmental regulations, economic conditions, and cultural community preferences. Ignoring these factors could lead to an oversimplified view of the impact that technology has had on the real estate sector. TTD's relevance to QMS and marketing performance is essential because it frames the discussion of the transformative power of digital technologies and provides a framework for understanding how QTM alters the real estate industry's marketing performance.

### Methodology

In this study, the descriptive survey approach was employed because it allows for description of the effects of quantum marketing strategies (QMS) on marketing performance of real estate businesses in Nigeria. The study population was made up of employees of ten (10) promising real estate businesses in Edo and Delta States, Nigeria. In this view of this, the population encompass top, middle and operational levels of employees from the real estate businesses. The study population therefore

results to four hundred and eighty-nine (489) employees of the real estate business in Edo and Delta States. A sample of three hundred and sixty-one (361) was obtained via the Krejcie and Morgan 1970 formula for sample size determination.

Furthermore, to accomplish the goals of the study, primary data (questionnaire) as the main instrument of data collection; this was administered to employees of the selected real estate businesses in Edo and Delta States. Likert 4-point scale - Strongly Agree, Agree, Disagree, and Agree was used for the survey question type. Cronbach alpha was employed to confirm the data's internal dependability; the Cronbach alpha obtained (hyper-personalization = 0.77; cross-channel integration -0.81; and marketing performance = 0.76) were above the Cronbach coefficient needed for a reliable instrument. Descriptive and inferential statistical tools were used to analyse data collected in the field survey; the following is the regression equation for the relationship between quantum marketing strategies (hyper- personalization and cross-channel integration) and marketing performance

$$\text{Marp} = F(\text{Hyper}, \text{Chanint}) \quad \text{eq. 1}$$

$$\text{Marp}_i = a_0 + \beta_1 \text{Hyper} + \beta_2 \text{Chanint} + \mu_i \quad \text{eq. 2}$$

Where: Marp is marketing performance; Hyper is hyper- personalization; Chanint is cross channel integration; i is respondents  $\mu$  is error term.

### Results

**Table 1: Summary of Descriptive Statistics Result**

| Parameters                | Mean   | Std. Dev. |
|---------------------------|--------|-----------|
| Marketing Performance     | 3.1020 | 0.5042    |
| Hyper-Personalization     | 2.9740 | 0.4130    |
| Cross-Channel Integration | 3.0411 | 0.5010    |
| Observations              | 361    | 361       |

Source: Author's Computation (2025)

Table 1 shows the mean and standard deviation responses by the respondents on quantum marketing strategies variables (hyper-personalization and cross-channel integration) and marketing performance of the sampled real estate business in Edo and Delta States, Nigeria. The respondents' impression of quantum marketing strategies (QMS) (hyper-personalization and cross-channel integration) and marketing performance were found to be similar as

seen in the mean and standard deviation values (Table 1), with cross-channel integration having the greatest mean value (3.0411), indicating that respondents are informed, knowledgeable, and use quantum market strategies as a means of cross-channel integration of their real estate products/services.

**Table 2: Pearson Correlation Result**

| Parameters                | Marketing Performance | Hyper-Personalization | Cross-Channel Integration |
|---------------------------|-----------------------|-----------------------|---------------------------|
| Marketing Performance     | 1.0000                |                       |                           |
| Hyper-Personalization     | 0.0375                | 1.0000                |                           |
| Cross-Channel Integration | 0.2077                | 0.4210                | 1.0000                    |
| Observations              | 361                   | 361                   | 361                       |

Source: Author's Computation (2025)

Table 2 shows the Pearson correlation result of the relationship between quantum marketing strategies

variables (hyper-personalization and cross-channel integration) and marketing performance of the

sampled real estate business in Edo and Delta States, Nigeria. The result revealed among others that there is a positive relationship between the quantum marketing strategies variables and marketing y.

performance. More interestingly, the result revealed that there is the absence of multicollinearity between the pairs of the independent variables of the stud

**Table 3: Variance Inflation Factor (VIF) Result**

| Parameters                | VIF  | 1/VIF  |
|---------------------------|------|--------|
| Hyper-Personalization     | 1.02 | 0.9803 |
| Cross-Channel Integration | 1.01 | 0.9900 |
| Mean VIF                  | 1.05 |        |

Source: Author's Computation (2025)

Table 3 is the multicollinearity result (VIF) for the quantum marketing strategies variables (hyper-personalization and cross-channel integration) and marketing performance of the sampled real estate business in Edo and Delta States, Nigeria. The VIF mean which is 1.05, is less than the accepted VIF mean of 10; this strongly suggests that there is

absence of multicollinearity in the empirical model of the quantum marketing strategies variables(hyper-personalization and cross-channel integration) and marketing performance. Consequently, the result that was obtained from the Ordinary Least Square (OLS) can be relied upon.

**Table 4: Regression Results**

|                |                    |                       |                |                 |                            |        |  |
|----------------|--------------------|-----------------------|----------------|-----------------|----------------------------|--------|--|
| Number of Obs. | =                  | 361                   | F (2, 360)     | =               | 59.12                      |        |  |
| R-Squared      | =                  | 0.810                 | Prob. > F      | =               | 0.000                      |        |  |
| Adj. R-Squared | =                  | 0.760                 |                |                 |                            |        |  |
| <b>Marp</b>    | <b>Coefficient</b> | <b>Standard Error</b> | <b>t-value</b> | <b>P&gt;/t/</b> | <b>[95% Conf. Interval</b> |        |  |
| Hyper          | 0.3039             | 1.2300                | 5.22           | 0.000           | 0.5211                     | 5.2227 |  |
| Chanint        | 0.4001             | 2.2083                | 8.44           | 0.000           | 0.6721                     | 8.1132 |  |
| _Const.        | 0.4949             | 3.4858                | 12.9           | 0.000           | 0.9595                     | 13.048 |  |

Source: Author's Computation (2025)

Table 4 is the regression results for the quantum marketing strategies variables (hyper-personalization and cross-channel integration) and marketing performance of the sampled real estate business in Edo and Delta States, Nigeria. The result indicates that the model fits the data well because the measures of the independent variable (quantum marketing strategies) accounted for about 76% of the systematic variance in the dependent variable (marketing performance) as indicated by the  $R^2$  corrected of 0.76. Additionally, the study found that the quantum marketing strategies variables affect marketing performance, as evidenced in the F-value which is 59.12 (p-value = 0.000 < 0.05).

Furthermore, t-values for the quantum marketing strategies (Hyper = 5.22; Prob. = 0.000 < 0.05; and Chanint = 8.44; Prob. = 0.000 < 0.05) revealed that both hyper-personalization (Hyper) and cross-channel integration (Chanint) are statistically significant and positive in explaining marketing performance. Interestingly, the regression coefficient for Hyper is 0.3039 and Chanint is 0.4001; this suggests that a unit increase in hyper-personalization and cross-channel integration would lead to approximately 31% and 40% increases in marketing performance of the real estate business in Edo and Delta States, Nigeria. This is expected

given the fundamental role quantum marketing strategies play in promoting real estate marketing performance in an era of marketing digitization. Finding on hyper-personalization and marketing performance corroborates the results of Amol (2022) who found that AI-powered personalization can increase sales force and customers-base. On the other hand, the finding on cross-channel integration and marketing performance was consistent with the results of Bader and Bin (2024) who found that cross-national integration increases marketing performance at a high level of industry concentration.

### Conclusion And Recommendations

This study examines quantum marketing strategies (hyper-personalization and cross-channel integration) on marketing performance of real estate businesses in Edo and Delta States, Nigeria. The study sheds light on how the use of hyper-personalization and cross-channel integration contributes to increased marketing performance of Nigerian real estate industry. Remarkably, the results revealed that these emerging strategies have statistically significant and positive influence on marketing performance, particularly in areas of increased customer base, customer acquisition, client retention, sales

growth brand loyalty and brand visibility of real estate products/services. The implication of the result is that while hyper-personalization enhances customers' satisfaction/loyalty by delivering relevant and timely property solutions, cross-channel integration ensures a dependable engagement of customers across multiple platforms, resulting to broader market reach. Consequent upon the findings of the study, we conclude that quantum marketing strategies when effectively and efficiently used by real estate businesses can bring about increased marketing performance. On the basis of the findings, the study recommends that real estate businesses should increase their investments in quantum marketing (AI-driven, big-data analytics and machine-learning tools) because it has the potential of increasing marketing performance. In addition, real estate businesses must harmonize their digital and conventional marketing platforms in order to ensure a seamless customer experiences and strengthen brand recognition across all customers' touch-points

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