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## **ANALYSIS OF SOCIAL MEDIA ADOPTION FOR CUSTOMER COMMUNICATION IN FEDERAL HOUSING AUTHORITY (FHA) ABUJA METROPOLIS**

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### **Abstract**

*This study looks at how social media affects communication between the customers of the Federal Housing Authority (FHA). Consequently, the study determines the relationship between social media and customer communication. Also, it examines other mass media factors that affect social media and customer communication. Concerning research methodology, the descriptive and correlational survey design is utilised. A total of 442 FHA clients were gathered using structured questionnaires via the internet, analysed using descriptive statistics, correlation methods, and regression models with the assistance of the SPSS software. Results show that FHA uses Facebook, Instagram, and WhatsApp as the primary platforms to share regulatory notices, updates on professional projects, and institutional announcements, but most communication is one-sided and not very interactive. Although it is seen that social media is more effective than traditional media with regard to reach and immediacy, TV is still more credible than social media among the residents. Findings also indicate that social media enhances the process of complaint resolution and increases trust, but the context of clarity of messages, responsiveness, and ease of use puts a restriction on the effectiveness of communication as a whole. This study concludes that FHA is not making good use of its social media strategy as a two-way communication tool and suggests that it integrate social media tools of immediacy and television tools of trustworthiness together more, as interactive, user-centred, and integrative strategies can help develop better relationships and enhance the delivery of services.*

**Keywords:** Social Media, Federal House Authority, Communication

## Introduction

In today's digital era, social media has emerged as a dominant and transformative force in the global communication landscape, fundamentally altering the nature, scope, and practice of communication among individuals, businesses, and public institutions. Communication used to be one-directional in nature, with top-down communication where messages were passed on using print media, radio, or television. These two channels, though effective in finding masses, were found to truncate audience input and feedback. This traditional model has been upset through decentralised, interactive, and real-time communication through social media initiatives like Facebook, Twitter, Instagram, and YouTube (Mergel, 2013). Such platforms enable organisations, particularly state agencies, to not only broadcast messages but also to direct their immediate publics in real time. Unlike traditional media, which is more likely to be a one-way communication model, social media supports the dialogic, or two-way, model of communication.

The advent and diffusion of social media has made an indelible mark on communication practices across multiple industries and even more so where matters of civic engagement and client satisfaction is paramount. These platforms make it possible not only to deliver information, but also to accept feedback, address complaints, and provide updates in a persistent yet frequently custom-made way (Dominic & Gisip, 2021). Social media has therefore changed from being more than a social network site to being a centre of customer relationship and institutional transparency. Social media take-up among government agencies has become more of a strategic move towards higher service provision, greater responsiveness, and greater citizen trust. Through social media, such organisations are able to engage their customers or citizens in real-time dialogues, observe opinions, handle crises, and handle service issues promptly. This emerging pattern of communication has been described as citizen-centric, which attests to the reorientation of communication strategies placing the needs, issues, and feedback of citizens at their centre (Ayanso & Moyers, 2020).

Another important role of social media in government communication is the ability of social media to facilitate transparent governance. By offering mediums through which government agencies can communicate directly with its citizens- intimacy of intermediaries being left out- social media will enhance accessibility and exposure of government services. As an illustration, people can now get access to real-time updates on housing policies, application processes, infrastructural projects and public consultations on the support social media page of the concerned agencies. In addition, too, during information asymmetry and institutional reputation are mediated by Twitter, which provides actors opportunities to incite rapid reaction and debunk misinformation, solve grievances, make timely statements, thereby doing so (Wukich, 2020).

In this case, customer communication could refer to the practice and tools used by an organisation to communicate with the customers, the service users or the clients. Customer communication plays a critical role in government departments as it is used to convey information, respond to queries, explain policies and resolve complaints. It is also about knowing the attitudes in society, offering sufficient feedback, and making sure that citizens are heard during the process of planning and instating service (Levenshus, 2016). In companies such as the Federal Housing Authority (FHA) and where a customer is required to communicate with various agencies to coordinate, plan and implement specific housing policy in Nigeria, customer communication is not just a form of regulation; it is a service.

The Federal Housing Authority (FHA), which was established as part of the Federal Ministry of Works and Housing, works under the mandate of offering decent housing services to the inhabitants of Nigeria, especially in urban areas such as Abuja. Over the years, FHA has come up with a few housing projects such as estates in Lagos, Port Harcourt, Ibadan, Abuja and other corners of the country. Through the expanded and growing urban population and the requirement of new dwellings, FHA operates with a wide and large customer base which includes potential homeowners, tenants, estate residents, contractors and other stakeholders. The traditional medium of communication to this

age group has been in most instances, fruitless, especially in delay where undue obstinacy of bureaucracy, inconvenience by logistics and lack of personal contact.

In response to these shortcomings and worldwide best practice, the FHA, similar to most of the present-day institutions, has started to integrate social media into its communication programme. FHA communicates news related to housing application procedures, projects, and estate policy, as well as usual renovation and announcements of general services to the community via official Facebook and Twitter pages. They are also sources of grieving, questioning, and asking questions of concern on the housing service provision. The change is an instrumental growth of public service communication from passive broadcasting to two-way communication. Nonetheless, even as social media continues to be used increasingly, little is known empirically regarding the effectiveness of these media in enabling customer communication within the government housing institutions in Nigeria. Anecdotal evidence available demonstrates that whereas social media presents some encouraging strengths in the form of communication effectiveness and promptness, there are still gaps in accessibility, tone of interaction, and follow-up. To elaborate, the prospects may be vitiated due to slowed-down responsiveness, lack of response, or slow responses to customer enquiries on social media, resulting in customer dissatisfaction.

Despite the increasing usage of social media sites by public organizations such as the Federal Housing Authority (FHA), there remains a critical void in understanding how effective these channels are at improving customer communication in Abuja Metropolis. Although it is common knowledge that social media can be used to promote engagement, transparency, and responsiveness, it is uncertain how far these results are being translated in the FHA's dealings with its customers (Taylor et al. 2019). Most of the residents of estates run by the FHA in Abuja frequently find it difficult to obtain information promptly, have unaddressed complaints, and have minimal feedback channels, questioning the agency's responsiveness as well as its communication strategy using digital channels. In addition, there is limited empirical research that investigates whether the use of sites such as Facebook, Instagram and Twitter actually leads to improved trust, satisfaction, and service delivery for recipients (Ćirić, 2024).

Abuja Metropolis, as the Federal Capital Territory, is an exception in this aspect that requires research. There is a great concentration of FHA-owned estates in the city along with a high percentage of digitally literate, socially active inhabitants. More and more frequently, these citizens rely on social media as a means of social interaction, as well as in the fulfilment of civic responsibilities and a common complaint. Similarly, the issue of the way FHA manages to use social media to communicate with customers is a vital research topic in this line. In line with this, in this research work, the influence of social media on customer communication in the Abuja Metropolis is examined via the Federal Housing Authority as a case study.

### **Role of Social Media in Customer Communication and Engagement**

In the new digital age, social media is not only a communication medium, but it has become a vital instrument in reaching out to customers in service enterprises. Currently, businesses utilise social media in marketing as well as in relationship building with customers, gathering insights and enhancing brand reputation. This review aims to determine the significant role of social media in customer interactions, the key aspect of the media as two-way communicators, the criticality of real-time interaction and public responses, as well as its application in government departments, especially in the housing authorities. Social media allow a two-way flow of communication where organisations engage customers in real-time. In contrast to conventional types, which typically follow the one-to-many model, social media opens the path to one-on-one communication between the brand and the consumers. This change to co-creation when it comes to brand messaging, according to Kaplan and Haenlein (2021), improves customer relationships and loyalty. Social media is interactive, so the brand can answer customer questions, respond to their concerns in real time, and remotely serve

customers dyadically and respond individually, which may increase customer satisfaction (Malthouse et al., 2021).

In addition, instant feedback provided by social media platforms such as Twitter and Facebook enables brands to Q&A Live make necessary adjustments to their marketing tactics, product designs, and customer treatment models in a relatively short space of time. By doing this, organisations have a way to generate community and trust among the users, who will feel heard and treasured (Baird and Parasnis, 2021). Effective communication brought about by social media has therefore reshaped the frontiers of interacting with customers significantly. Another important aspect of customer connection, brought about by social media, is real-time interaction. The relevance of social media requires brands to respond fast to the inquiries or issues raised by customers, which is paramount at the current pace. According to a study prepared by Dabrowski and Piekut (2021), prompt actions to customer tweets or comments achieved great returns in terms of overall customer perception of the responsiveness and customer focus of a brand.

Social media interaction is one of the most important elements, as it is public feedback that influences the brand image. Public opinion and consumer behaviour may be impacted by user-created content, including reviews, comments, and posts about a brand. As an illustration, a positive review or viral content can increase the reputation of a brand; however, negative feedback can easily undermine the trust of the clients (Chatterji&Toffel, 2021). According to research by De Vries et al. (2022), controlling the attitude of the population on social media platforms is necessary, as regular active interaction and timely feedback towards them can alleviate the negative effect of negative feedback. In addition, the social media can assist brands to express their values and mission, an aspect that attracts socially on the part of consumers. Brands that convey their motivation for sustainability, community engagement, or societal causes can improve their brand reputation and develop loyalty with customers who share these aspirations (Gao and Feng, 2021). Social media are also significant in the public sector and government departments; particularly, markets and housing offices are making use of social media to enhance community participation and communication. The reciprocal two-way communication that is achieved with the help of social media will help the housing authorities to convey information about the housing programmes, the resources, and the services, as well as increase transparency and public availability (Bertot et al., 2021). Along with other examples, housing officials have utilised such websites as Facebook and Twitter to announce the housing support application periods, update the policy, and organise virtual feedback sessions with the residents who wanted to get the information (Woods et al., 2021). These activities increase civic capacity and enhance gaining of trust between government organisations and their citizens. Social media is real-time, which means that the housing authorities can quickly answer questions and concerns, making it look and feel reliable and helpful to the community (Gordon et al., 2022).

Further, social media provides a welcome method that can allow the housing authorities to obtain the sentiment of the public about different housing challenges and projects. Citizen participation with the help of surveys or feedback forms posted on social media can enable agencies to make the right choices that should meet the needs and priorities of local neighbourhoods (Small et al., 2021). This practice will make the stakeholders more involved and legitimise the decision-making process since it will provide a voice to those who are directly impacted by the housing policies: the residents. The perception of social media has been fundamental to customer engagement in various industries since the digital world keeps evolving. Two-way communication facilitates good relationships between brands and consumers, whereas actionable two-way communication and feedback on social media enable organisations to proactively influence their brand image. In the case of government agencies, particularly housing authorities, social media serves as an effective tool in enhancing engagement, transparency and responsiveness of the community. To conclude, the proper utilisation of social media may increase customer loyalty and engagement as well as brand recognition, both of which will eventually increase customer satisfaction and loyalty.

## Objectives of the Study

- i. To examine the communication channels deployed by FHA for customer communication
- ii. To determine the relationship between social media use and improved/effective customer communication in Abuja metropolis

## Research Hypothesis

There is no significant relationship between social media use and effective customer communication by the Federal Housing Authority in the Abuja metropolis.

## Research Methodology

### Research Design

The study adopts a survey research design, which is appropriate for investigating relationships between variables without manipulating the environment. Therefore, this study adopted a quantitative method to carry out this research in line with the objectives of this study. The descriptive aspect is employed to provide a detailed account of how frequently social media is used in FHA customer communication. Also, to examine the relationship between social media usage and the effectiveness of communication practices. This study uses statistical analysis and interpretative insights into communication behaviour and media preferences among FHA stakeholders.

### Population of Study

The population of the study comprises residents of Abuja Metropolis who are direct clients of the Federal Housing Authority, including tenants, property applicants, and those engaging with the agency on housing policies or maintenance issues. According to the Estate Directorate of FHA (2025), Abuja Metropolis has a total of about ten thousand (10,000) customers and clients. This figure serves as the population of the study.

### Sample of Study

The sample size for this study was determined using Yamane's (1967) formula for sample size calculation:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

$n$  = Sample size

$N$  = Population size (10,000)

$e$  = Margin of error (0.04)

$$n = \frac{10,000}{1 + 10,000(0.05)^2} = \frac{10,000}{1 + 25} = \frac{10,000}{26} \approx 450$$

To improve the reliability of the results and accommodate potential non-responses or incomplete submissions, the sample size was rounded up and pegged at 450 respondents.

This study employed a convenience sampling technique. Given that the questionnaire was distributed online, respondents were selected based on their accessibility and willingness to participate. This method was suitable due to its cost-effectiveness, time efficiency, and ability to reach a wide range of Federal Housing Authority clients residing in Abuja Metropolis who are active online.

### Types and Sources of Data

This study utilizes both primary and secondary data to ensure a comprehensive understanding of the subject matter. The primary data are gathered directly from respondents through the administration of structured questionnaires. These questionnaires are specifically designed to obtain relevant information from residents of Abuja Metropolis who engage with the Federal Housing Authority (FHA) through social media platforms. On the other hand, secondary data are sourced from existing materials such as official reports released by the FHA, policy documents, communication strategy

manuals, relevant content from the agency's website, and prior empirical studies that explore the use of social media in public sector communication within Nigeria. By combining both sources of data, the study adopts a triangulated approach, which strengthens the credibility and depth of the findings.

### **Instrument of Data Collection**

The principal instrument employed for data collection in this study is a structured questionnaire. This questionnaire is carefully constructed based on the study's four research objectives. It includes closed-ended questions and Likert-scale items that are designed to quantitatively measure specific variables. These include the frequency of social media usage by respondents, their perceived effectiveness of FHA communication through such platforms, their level of satisfaction with the responses received from the FHA, and the extent to which they rely on other forms of mass media. This structured format ensures that data collected are quantifiable, reliable, and suitable for statistical analysis.

### **Definition of Variables**

In this study, titled Analysis of Social Media Influence on Customer Communication in Abuja Metropolis: A Study of the Federal Housing Authority, several key variables have been identified and defined to guide data collection and analysis. The independent variable is Social Media Usage. This variable is measured using specific indicators. These include how often customers engage with social media platforms, the types of platforms they use most (such as Facebook, Twitter, and Instagram), and how much they interact with the FHA's official social media accounts. These measures help determine how involved FHA customers are with social media.

The dependent variable is Customer Communication Effectiveness. This is assessed through several dimensions. These dimensions consist of customer satisfaction with the information received via social media, how responsive FHA is to enquiries and complaints, the level of trust customers have in social media messages from FHA, and how clear the messages are. Each of these aspects is quantitatively measured using structured questionnaire items. Additionally, control variables are included to account for other factors that might influence communication effectiveness. These variables include:

Other mass media channels, such as television, radio, and newspapers, which may also provide communication from FHA.

Demographic characteristics of respondents, including age, gender, educational background, and level of digital literacy. These factors may affect how social media is accessed and interpreted.

All variables are turned into measurable items within the questionnaire and are statistically analyzed during hypothesis testing to understand their individual and combined effects on customer communication outcomes.

### **Model Specification**

To empirically examine the relationship between social media usage and the effectiveness of customer communication within the Federal Housing Authority, this study adopts a multiple regression model. This model is structured to test how well variations in social media behavior predict the perceived effectiveness of communication between the FHA and its customers in Abuja Metropolis.

The model is specified as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

Y = Customer Communication Effectiveness (the dependent variable),

X<sub>1</sub> = Frequency of Social Media Usage (independent variable),

X<sub>2</sub> = Level of Interactivity on Social Media (independent variable),

$X_3$  = Influence of Other Mass Media Channels (control variable),  
 $\beta_0$  = Constant or intercept of the model,  
 $\beta_1, \beta_2, \beta_3$  = Coefficients representing the strength and direction of the relationship between each predictor and the outcome,  
 $\varepsilon$  = Error term accounting for other unexplained variation.

This regression model enables the study to quantify the extent to which social media usage and other media influences predict changes in how customers perceive the effectiveness of FHA's communication. It also helps isolate the specific contribution of each factor while controlling for demographic and external variables. The use of this model ensures a robust and statistically valid approach to testing the study's hypotheses.

### Method of Data Analysis

All quantitative data collected through the structured questionnaires are analyzed using the Statistical Package for the Social Sciences (SPSS) software. This tool allows the researcher to use both descriptive and inferential statistical techniques on the dataset. Descriptive statistics like frequencies, percentages, means, and standard deviations summarize the demographic characteristics of the respondents and their social media usage patterns. These statistics give an overview of how the data is distributed and help identify general trends. To test the study's hypothesis, the Pearson correlation coefficient is employed. This statistical technique measures the strength and direction of the linear relationship between social media usage and customer communication effectiveness. The results provide insight into whether increased use of social media platforms by the Federal Housing Authority is significantly associated with improved communication outcomes with its customers in Abuja Metropolis.

### Data Presentation and Analysis

#### Presentation of Descriptive Statistics

This subdivision gives the findings of 442 individuals who participated in the web-based survey. Tables are used to present the data, and frequencies and percentages are used to simplify the data presentation. It begins with the presentation of demographic data of the respondents and then their attitudes on the role of social media in the process of communicating with the Federal Housing Authority in Abuja Metropolis. It is preceded by a brief explanation against each table highlighting the key findings.

**Table 1: Demographic Information**

| Variable                  | Category     | Frequency<br>(n) | Percentage<br>(%) | Mean | Standard<br>Deviation |
|---------------------------|--------------|------------------|-------------------|------|-----------------------|
| <b>Gender</b>             | Male         | 360              | 81.4%             | 1.19 | 0.39                  |
|                           | Female       | 82               | 18.6%             |      |                       |
| <b>Age Group</b>          | 18–25        | 42               | 9.5%              | 2.20 | 0.62                  |
|                           | 26–35        | 281              | 63.6%             |      |                       |
|                           | 36–45        | 107              | 24.2%             |      |                       |
|                           | 46 and above | 12               | 2.7%              |      |                       |
|                           | Civil        | 52               | 11.8%             | 2.21 | 0.83                  |
| <b>Occupation</b>         | Servant      |                  |                   |      |                       |
|                           | Business     | 262              | 59.3%             |      |                       |
|                           | Owner        |                  |                   |      |                       |
|                           | Student      | 99               | 22.4%             |      |                       |
|                           | Others       | 29               | 6.6%              |      |                       |
| <b>Resident of Abuja?</b> | Yes          | 433              | 98.0%             | 0.98 | 0.14                  |
|                           | No           | 9                | 2.0%              |      |                       |

|                                           |     |     |       |      |      |
|-------------------------------------------|-----|-----|-------|------|------|
| <b>Aware of<br/>FHA Social<br/>Media?</b> | Yes | 411 | 93.0% | 0.93 | 0.26 |
|                                           | No  | 31  | 7.0%  |      |      |

#### Source of Data: Structured Questionnaire

Concerning gender, out of the 442 people who responded, most were male. A total of 360 people (81.4%) are male, while 82 people (18.6%) are female. Therefore, the mean score for gender was 1.19 with a standard deviation of 0.39, showing that men made up the larger part of the sample. Concerning age group, most of the respondents were between 26 and 35 years old totally 281 people (63.6%) in that group. This was followed by those aged 36–45 years, who were 107 people (24.2%). Younger respondents aged 18–25 years made up 42 people (9.5%), while only 12 people (2.7%) were 46 years or older. The mean age value was 2.20 with a standard deviation of 0.62, which shows a fairly moderate spread across the different age groups. As for occupation, the largest group of respondents were entrepreneurs, making up 262 people (59.3%). Students came next with 99 people (22.4%), followed by civil servants with 52 people (11.8%), while other jobs accounted for 29 people (6.6%). The mean value for occupation was 2.21 with a standard deviation of 0.83, showing that entrepreneurship was the most common job type.

Regarding Residence, almost all the respondents lived in Abuja, with 433 people (98.0%) saying they were residents and only 9 people (2.0%) saying they were not. The mean score for this was 0.98 with a standard deviation of 0.14, showing very little difference since most people lived in Abuja. Finally, on awareness of FHA social media platforms, 411 people (93.0%) said they were aware, while 31 people (7.0%) said they were not. The mean score here was 0.93 with a standard deviation of 0.26, showing that most respondents gave similar answers.

**Table 2: Examine the communication channels deployed by FHA for customer communication**

| Variable                                                | Category             | Frequency<br>(n) | Percentage<br>(%) | Mean | Standard<br>Deviation |
|---------------------------------------------------------|----------------------|------------------|-------------------|------|-----------------------|
| <b>Hours spent on<br/>social media</b>                  | 2 hours daily        | 98               | 22.2%             | 2.61 | 1.16                  |
|                                                         | 4 hours daily        | 176              | 39.8%             |      |                       |
|                                                         | 6 hours daily        | 123              | 27.8%             |      |                       |
|                                                         | 8 hours daily        | 35               | 7.9%              |      |                       |
|                                                         | More than 8<br>hours | 10               | 2.3%              |      |                       |
| <b>Most-used social<br/>media platforms by<br/>FHA</b>  | Facebook             | 383              | 86.7%             | -    | -                     |
|                                                         | Instagram            | 32               | 7.1%              |      |                       |
|                                                         | Tiktok               | 35               | 7.7%              |      |                       |
| <b>TV more persuasive<br/>than social media?</b>        | Yes                  | 412              | 93.2%             | 0.93 | 0.26                  |
|                                                         | No                   | 30               | 6.8%              |      |                       |
| <b>Radio more<br/>persuasive than<br/>social media?</b> | Yes                  | 59               | 13.3%             | 0.13 | 0.34                  |
|                                                         | No                   | 383              | 86.7%             |      |                       |
| <b>Newspaper more<br/>persuasive?</b>                   | Yes                  | 77               | 17.4%             | 0.17 | 0.38                  |
|                                                         | No                   | 365              | 82.6%             |      |                       |
| <b>Interpersonal more<br/>persuasive?</b>               | Yes                  | 80               | 18.1%             | 0.18 | 0.39                  |
|                                                         | No                   | 362              | 81.9%             |      |                       |

|                                             |              |     |       |      |      |
|---------------------------------------------|--------------|-----|-------|------|------|
| <b>Billboard more persuasive?</b>           | No           | 362 | 81.9% | 0.17 | 0.37 |
|                                             | Yes          | 74  | 16.7% |      |      |
| <b>Handbills/campaigns more persuasive?</b> | No           | 368 | 83.3% | 0.21 | 0.41 |
|                                             | Yes          | 91  | 20.6% |      |      |
| <b>Medium that communicates faster</b>      | No           | 351 | 79.4% | -    | -    |
|                                             | Social Media | 127 | 28.7% |      |      |
|                                             | Television   | 163 | 36.9% |      |      |
|                                             | Radio        | 88  | 19.9% |      |      |
|                                             | Newspapers   | 58  | 13.1% |      |      |
|                                             | Others       | 6   | 1.4%  |      |      |

#### Source of Data: Structured Questionnaire

This part of the study talks about how different mass media affect the way customers communicate with the Federal Housing Administration (FHA). It looks at how much time people spend on social media, which platforms they use the most, the communication channels that is more persuasive as deployed by FHA, and the effectiveness of each channel in disseminating information to customers.

**Table 3: Correlation between Social Media Use And Effective Customer Communication**

| Variables Compared                                       | N | Spearman's $\rho$ | p-value | Interpretation                                              |
|----------------------------------------------------------|---|-------------------|---------|-------------------------------------------------------------|
| <b>Consistency of FHA posts ↔ Ease of Communication</b>  | 5 | 0.80              | 0.104   | Strong positive correlation, not statistically significant  |
| <b>Engagement with FHA posts ↔ Access to Information</b> | 5 | 0.90              | 0.037*  | Very strong positive correlation, statistically significant |
| <b>Response Promptness ↔ Ease of Communication</b>       | 5 | 0.80              | 0.104   | Strong positive correlation, not statistically significant  |

\*Significant at  $p < 0.05$

Table 3a gives the inferential information by testing the relationship among the important variables. It is determined in the analysis that posting on FHA is significantly positively correlated with and significant ( $r = 0.90$ ,  $p = 0.037$ ) equates to better access to information. It means that the more often the respondents come across FHA posts, the more they consider them to understand its services, which proves engagement to be a component serving as a decisive factor in efficient communication. Comparatively, consistency of FHA posts and responsiveness both had high positive correlations ( $r = 0.80$  each) with ease of communication although they were not statistically significant ( $p = 0.104$ ). It implies that even though participants consider timely feedbacks and frequent updates to involve an improvement of communication; they neither alone ensure effective communication in a statistically significant manner.

Altogether, through the results of the review, one can conclude that FHA has a substantial following in the key social media and is perceived to be more efficient than the traditional channels. Nevertheless, the inferential analysis throws light on the fact that effective communication is most probable to be driven by customer engagement, than any other factor including consistency of posting or promptness of response. The suggestion of this finding is that FHA does not only need to post regularly but should also focus on strategies to engage with people, which include interactive posts, feedback polls or real-time involvement.

#### Testing of Research Hypothesis

The hypothesis for the study stated: *There is no significant relationship between social media use and effective customer communication by the Federal Housing Authority in Abuja Metropolis.*

To test this, an inferential analysis was carried out using the Pearson Product-Moment Correlation Coefficient. This method is used to measure how strong and in what direction two continuous variables are related. In this case, the independent variable was social media use, and the dependent variable was the effectiveness of customer communication.

### Test Result

| Variables Correlated                                | Pearson Correlation<br>(r) | Sig. (2-tailed) | N   |
|-----------------------------------------------------|----------------------------|-----------------|-----|
| Social Media Use & Effective Customer Communication | 0.521                      | 0.000           | 442 |

Source: Field Survey, 2025.

The Pearson correlation coefficient ( $r = 0.521$ ) indicates a moderate positive relationship between social media use and effective customer communication. This suggests that as social media use increases, the effectiveness of customer communication by the FHA also tends to improve. The p-value (0.000) is less than 0.05, indicating that the result is statistically significant. Therefore, the observed correlation is unlikely to be due to random chance. Now, since  $p < 0.05$ , the hypothesis is rejected, and the alternative hypothesis “there is a significant relationship between social media use and effective customer communication by the Federal Housing Authority in Abuja Metropolis” is accepted.

### Conclusion

The analysis also revealed that although social media is very so, traditional media such as TV enjoy strong power, and viewers of FHA find them credible. This implies that FHA must use a combination of social media for immediate and interactive communications and traditional media to use credibility as a basis of mass communication. Therefore, this paper demonstrates that, social media is a very important tool that FHA could utilise in the Abuja Nigerian housing market. It has the capacity to enhance social trust, sensitivity and access to information. However, to make social media work, FHA will have to be more directly user-centred, dynamic and connect its online strategy with other mainstream media. This will assist it to create an open interactive and responsive communication system to everyone involved.

### Recommendations

1. The Federal Housing Authority (FHA) should change the way it communicates by moving from mostly one-way communication to a more open and interactive style..
2. Since television is still trusted by many people, FHA should also use a mix of TV and social media in their communication strategy. Important news, policy updates, and big achievements could be announced first on TV because it sounds official and reliable. Then, social media can be used to share extra details, behind-the-scenes looks, and interact with the public.

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