

Exploring the Link Between Gender Stereotype Perceptions and Cosmetic Product Purchase Intentions: A Comparative Analysis of Nigerian Consumers in a Global Context

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Abstract

The study examined the effect of gender stereotyping on customer patronage of Nivea cosmetic in selected retail cosmetic outlets in Ilorin metropolis of Kwara state, Nigeria. Quantitative method was used as a research design; the population size was infinite as the study focused on customers of the 3 selected retail cosmetic stores in Ilorin, Kwara state. Godden (2004) model sample size was adopted and 246 sample size was determined, multistage sampling techniques was utilized in the study, structured self-administered questionnaire was used to collect the primary data. Out of the 246 copies of the questionnaire that were administered, 150 were finally retrieved and inputted for data analysis. Standard multiple regression was adopted to analyze the quantitative data. Findings from the tested hypotheses revealed that all the 2 predictor variables significantly explained the dependent variables, the test of the hypothesis at 0.05(5%) level of significance did not support H_{01} and H_{02} , with $p < 0.000$ respectively, jointly and significantly affected customer satisfaction ($\beta = .227$, $t = 2.015$, $p < .011$, $\beta = 0.412$, $t = 1.925$, $p = .005$) and product quality ($\beta = 0.204$, $t = 2.206$, $p = .029$, $\beta = 0.256$, $t = 3.416$, $p = .001$). High customer's judgment of Nivea's product quality is not solely based on the intrinsic attributes of the cosmetics themselves. To optimize customer satisfaction, organizations should focus on implementing tailored communication training for staff, design flexible customer interaction channels and incorporate personality-focused insights into customer journey mapping. The retail service providers must prioritize training to foster gender and age-inclusive customer service, ensuring all interactions positively reinforce product quality.

Keywords: Age stereotypes, Customer patronage, Customer Perceived Value, Gender stereotyping, Personality trait

INTRODUCTION

The global cosmetics industry has long been a landscape where gender lines are distinctly drawn. Historically, marketing and product development have heavily relied on traditional gender stereotypes, with the vast majority of products being formulated for and marketed to women (Davis & Elliott, 2021). This has resulted in a retail environment where cosmetic spaces are often overtly feminized, influencing product packaging, advertising, and in-store experiences (Catterall, Maclaran & Stevens, 2017). However, the 21st century has witnessed a significant cultural shift, with evolving consumer attitudes and a growing movement towards gender fluidity and inclusivity (Kretz & Valck, 2010). This has begun to challenge the long-standing gender norms within the beauty industry, prompting a re-evaluation of marketing strategies and their impact on consumer patronage (Licsandru & Cui, 2019).

The retail environment itself is a critical factor in shaping consumer behavior. The visual merchandising, product placement, and advertising materials within stores all contribute to a gendered narrative (Kent, 2018). For cosmetics, this often translates to aisles implicitly or explicitly designated for men or women, with distinct color palettes, imagery, and language used to appeal to each gender (Davis & Elliott, 2021). This research seeks to understand how consumers navigate this gendered landscape and how it affects their patronage of a brand like Nivea, which actively participates in this segmentation.

This evolving context makes Nivea, a globally recognized brand with a long history of catering to both male and female consumers, a particularly interesting case for examination. Nivea has strategically cultivated a brand image of being a family-friendly, trusted skincare provider. This is evident in their distinct product lines: the classic Nivea range, traditionally perceived as feminine, and the "Nivea Men" range, specifically tailored to a male demographic (Beiersdorf, 2023). This deliberate market segmentation, while commercially successful, raises pertinent questions about the role of gender stereotyping in their marketing and how this influences consumer perception and purchasing decisions in a retail setting (Kotler & Armstrong, 2021).

Statement of Problem

Part of the challenges companies are facing relates to the issues associated with gender stereotyping is that recent deviations today in society have led to the acceptance of new types of family formation, gender identity and ways of living (Webb, Chonody & Kavanagh, 2017). This shift in social norms is challenging the traditional role models and gender stereotypes that have been used for centuries to segment customer bases and appeal to the right consumer. In fact, academia has repeatedly discussed whether advertising is influencing, or being influenced by social norms and stereotypes (McDonald, Debra & Manis, 2020). While stereotyping is becoming an increasingly problematic issue for consumers, it is still a frequently used tool in advertising messages. There is as yet, however, no conclusive answer regarding whether such types of advertising are beneficial. Thus, to stay competitive and communicate in proper ways, companies need to be sensitive to the societal and global changes that are being influenced by their customers and stakeholders.

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Despite growing efforts by cosmetic brands to diversify product lines and messaging, gender stereotypes in product design, advertising, and retail environments remain deeply embedded across many markets. These stereotypes portraying cosmetics as primarily “feminine” or suggesting narrow gender roles can influence brand perception, purchase intentions, and the pace at which new consumer segments, for instance, men, gender-diverse consumers adopt products. Recent evidence suggests that both stereotypical and non-stereotypical gender messaging materially shape consumer sentiment, brand trust, and purchase intention, but with important variation across cultures, product categories, and marketing formats like social commerce, livestreaming (Delgado-Ballester & Fernandez-Sabiote, 2024; Fu, Huang & Chen., 2024). Given the growing global interest in gender-neutral marketing, male grooming, and inclusive branding, there is an urgent need for comparative, empirically rigorous research that evaluates how gender stereotyping in cosmetics affects patronage across different cultural contexts and consumer segments and how alternative marketing strategies, such as femvertising, gender-neutral campaigns mitigate or amplify those effects. This study therefore seeks to examine the relationship between perceived gender stereotyping and purchase intention for cosmetic products across multiple cultural settings, identifying mediators, such as brand trust, perceived authenticity and moderators such as cultural gender norms and consumer gender identity.

Consequently, a major gap exists in fully elucidating the precise mechanisms through which these stereotypes affect the diverse Nigerian consumer base and influence the ultimate patronage decision for various cosmetic product categories. While some studies confirm that seductive advertising boosts short-term purchasing (Ezebube, 2024), there is insufficient comprehensive research establishing the degree to which this practice, when conflicting with local cultural values or personal self-image, leads to consumer avoidance, negative word-of-mouth, or brand switching in the long term. This research, therefore, seeks to globally review the existing literature to precisely map the relationship between prevalent gender stereotyping and varied customer patronage responses in the context of the Nigerian retail business, providing a necessary synthesis to inform ethical and effective marketing strategies.

LITERATURE REVIEW

Gender Stereotyping

Gender stereotyping is when people assign certain traits, roles, or qualities to someone just because they belong to a group of women or men. These stereotypes are broad views or assumptions that can be damaging. They can restrict a person's ability to grow, follow their career goals, or make personal choices (Rakib, 2024). Stereotypes show what society generally expects from different social groups. However, even if there is an overall difference between these groups, not every individual within these groups will show the same differences. The common belief that a specific trait defines a group often causes people to exaggerate the differences between groups while ignoring the diversity within them (Ellemers, 2018).

Gender stereotyping in advertising and marketing refers to the use of culturally shared assumptions about gender roles, traits, behaviors, or appearances in commercial messages and product designs. Scholars have long argued that such stereotyping shapes consumer

perceptions, self-concept, and marketplace choices (social role and gender schema perspectives), and contemporary research has expanded to examine both harms (reinforcement of inequality, body image effects) and commercial impacts (brand evaluation, purchase intention). Recent work emphasizes nuanced, context-dependent effects and the role of authenticity, culture, and medium in moderating outcomes (Delgado-Ballester et al., 2024; Fu, Huang & Chen., 2024).

Gender stereotypes reflect the primary importance we attach to task performance when judging men and to social relationships when considering women. Assertiveness and performance are seen as indicators of greater agency in men, and warmth and care for others are viewed as signs of greater communality in women (Kite et al., 2018).

The academic literature consistently highlights the prevalence and persistence of gender stereotyping within Nigerian advertising, particularly for cosmetic and personal care products. Research confirms that advertisers frequently employ these stereotypes to reinforce traditional and often limiting gender roles (Njoku et al., 2025; Anweh, 2020). Women are commonly depicted as being primarily focused on their physical appearance, or confined to domestic roles as homemakers and caregivers, suggesting that their primary societal value is tied to attractiveness and family life (Anetoh et al., 2024; Ezebube, 2024). This is often achieved through the excessive use of sexualized imagery termed "seductive advertising" where women are used as "ornaments" or "sex objects" to garnish and beautify advertisements, thereby serving as a reliable marketing tool to influence purchasing behavior (Anetoh et al., 2024; Ukaegbu, 2020, as cited in Ezebube, 2024). Conversely, when men are featured, they are typically portrayed in roles of dominance, authority, or as primary breadwinners, reinforcing a patriarchal societal structure (Njoku et al., 2025). The persistence of these portrayals, despite regulatory guidelines from bodies like the Advertising Regulation Council of Nigeria (ARCON), is often driven by the advertisers' desire to standardize representations and capitalize on the emotional comfort stereotypes provide to a broad audience (Ezebube, 2024).

Age Stereotypes

Age stereotypes are general beliefs about people based on their age. These can be both positive, such as wise or kind, and negative, like feeble, senile, or resistant to change. However, recent studies show that negative age stereotypes are more common, especially regarding older adults. These stereotypes are a key part of ageism, which includes attitudes, beliefs, feelings, and behaviors aimed at individuals because of their age (Lahe & Goriup, 2024).

Stereotypes refer to the stereotyping of group impressions, and age stereotypes refer to people's beliefs and expectations about the elderly as a specific social group (Levy et al., 2000). According to the evaluation object, age stereotypes can be divided into group age stereotypes and self-stereotypes. The group age stereotypes refer to the stereotype of the entire elderly group, and self-stereotyping refers to stereotyping oneself as an elderly person (Hes et al., 2004).

According to the content of age stereotypes, there are two types of age stereotypes: positive and negative. Positive stereotypes regard elderly people as healthy, wise, and energetic, while

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negative stereotypes consider them as old, lonely, and helpless (Levy et al., 2004). In addition, age stereotypes can be divided into implicit and explicit age stereotypes according to whether they can be realized (Meisner, 2012). Implicit age stereotypes are those that are activated subliminally through subliminal priming, while explicit age stereotypes are activated through suprathreshold priming. Research has shown that the implicit age stereotypes that people hold can be more harmful than explicit age stereotypes and can significantly impact individuals (Hes et al., 2004).

Age stereotypes significantly influence marketing by shaping how companies perceive, target, and portray different age groups, particularly older adults. These stereotypes often lead to misrepresentation, underrepresentation, and ultimately, missed opportunities for brands.

Personality traits

Personality traits are typically defined as descriptions of people in terms of relatively stable patterns of behavior, thoughts, and emotions (McCrae & Costa, 2003). The Five-Factor Model (FFM) is the most researched taxonomy of traits worldwide (Schmitt & Allik, 2005); within this model, a large number of traits are combined into five broad trait dimensions that load onto orthogonal factors.

There are some approaches in personality, particularly the trait approach, according to Schultz and Schultz's Theories of Personality (2009). A trait is a distinctive personal attribute or characteristic used to characterize the personalities of people we know. Growing bodies of research support the idea that inherited biological elements play a significant genetic role in personality. Experts in the field of psychology have been searching for a term that can accurately describe a person's "personality". Personality is an area of scientific study that encompasses various aspects of a person, including perception, attention, cognition, memory, as well as neurons and brain circuits. The aim is to comprehend an individual and create a solid scientific understanding of human identity. This suggests that one's behavior can be utilized to comprehend their personality. Personality can be expressed through various individual traits such as cognitive processes, behavior, reactions, emotional responses, and interactions. Additionally, it can be identified through observable differences among individuals (Roccas & Sagiv, 2020). An individual's way of life is a combination of their traits, including creative opinions, life challenges, perceptions, and self-efficacy. Personality is a significant psychological characteristic that describes an individual.

Customer Patronage

In the context of marketing, patronage is an exchange process where one receives a good/service or goods in exchange for money or other considerations. Patronage is defined as the degree to which a customer exhibits repeat purchase behaviour from a service provider, possesses a positive, long-lasting attitude and disposition towards a service provider (Gremier & Brown, 2016). This is perceived as the continuous buying behavior and loyalty demonstrated by consumers toward a specific brand or retailer, and a critical measure of success in the highly competitive Nigerian cosmetic market. Customer patronage has been associated with different measures as; product and service quality, service environment, store choice, shopping

experience, cost and merchandise value, location, merchandise and store atmosphere, access in store atmosphere and cross category product store assessment (Eze, Odigbo & Ufot 2015). However, Nwokah and Poi (2016) opined that before a phenomenon is measured, it must be concisely defined to know what it is and what it is not. Chiguvi (2016) defined customer patronage as the commitment to consistently purchase products and services from an organization. In agreement with Chiguvi et al., (2000) as cited in (Almotairi, 2021) added that customer patronage is a term used to describe a customer's allegiance to a company; buying its products and services regularly and sharing positive reviews about the brand to others. Nkpurukwe et al., (2020) indicate that customer patronage is the succor provided by customers to a particular brand in terms of constant purchase.

Customer patronage is a deeply held commitment to rebuy or patronize a preferred product or service consistently in the future, thereby causing repetitive purchasing of the same brand, despite situational influences and marketing efforts. Gremler and Brown (2016) define it as "the degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive attitudinal disposition toward the provider, and considers using this provider when a need for this service arises. Loyalty is therefore an attitude or behavior that customers explicitly vocalize or exhibit.

The impact of this pervasive gender stereotyping on customer patronage and perception in the Nigerian retail context is complex and two-fold. On one hand, these appeals by tapping into the female desire for beauty, confidence, and self-actualization are highly effective in driving consumer patronage. Studies show that seductive advertising successfully generates impulsive purchases and fosters an emotional bond between the product and the consumer (Ezebube, 2024). For many consumers, the messaging maps directly onto their perceived identity, leading to a favorable purchase response (Arora et al., 2025). On the other hand, the literature points to significant negative societal and psychological consequences. By constantly presenting an unrealistic "ideal woman" that links beauty to youth, flawlessness, and a narrow body image, these advertisements contribute to low self-esteem, loss of confidence, and body dissatisfaction among women (Anetoh et al., 2024; Ezebube, 2024). Furthermore, excessive sexualization can alienate conservative consumers, particularly given Nigeria's cultural diversity, potentially leading to negative brand perception and boycotts (Ezebube, 2024).

Customer Satisfaction

Satisfaction is defined as customer evaluative judgments about specific purchasing of products/services (Muhammed, 2018). Customer satisfaction is defined as an overall assessment of product or service with positive experiences. A satisfied customer tends to repurchase products and become loyal customers, and they are positively engaged in giving recommendations to other customers and less sensitive to price. However, once customers are satisfied with a product or brand, they are more likely to recommend the brand to others or are more likely to repeatedly purchase that product instead of switching to other alternative brands (Adebayo, 2024).

Kotler and Keller (2016) see customer satisfaction as a person's feelings of pleasure or disappointment resulting from comparing a product perceived performance (or outcome) in

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relating to his or her expectation. They went further to say that if the performance falls short of expectation the customer is dissatisfied. If the performance matches expectations the customer is satisfied. On the parts of Jobber and Ellis-chardwick (2018), customer satisfaction occurs when perceived performance matches or exceeds expectations. Their study further explained that expectation is formed through post buying experiences, discussions with other people, and suppliers' marketing activities and advised the companies to avoid the mistake of setting customer expectation too high through exaggerated promotional claims since this can lead to dissatisfaction if performance falls short of expectants.

Product Quality

Kotler and Armstrong (2012) described product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Zeithaml (1988) conceptualize quality as superiority or excellence, while Aaker (1996) cited by Ehsani (2015) posit that quality of product is the customer's perception of the overall quality or originality of the product or service, with respect to its intended purpose, relative to alternatives. Kotler and Armstrong (2018) further assert that quality is the characteristic of a product or service that bear on its ability to satisfy stated or implied customer needs. Razak et al., (2016) posited that it is important to note that the quality of the product is not from the stand point of the company, rather it is seen from the perspective of the customer through market research to determine the needs and wants of the consumers. From this justification, two important factors that affect the quality of the product is identified, namely the expected product quality and the perceived product quality (Adebayo, 2023). If the perceived product quality is in consonance with the expectation, then the customer will perceive the product as a quality product and also feel satisfied while loyalty and preference could also be built (Adebayo, 2024). In contrast, if the perceived product quality is not the expected quality of the product that the customer perceived, the product is qualified not to be regarded as a quality product. In essence, the classification of both quality and otherwise depends on the ability of the company to meet the customer expectations. Kotler and Keller (2012) opined that the quality of the product consists of several indicators, namely performance, features, reliability, compliance, durability, service ability, aesthetics, and perceived quality.

Theoretical Review

Social Learning Theory (SLT)

This theory is based on the idea that we learn from our interactions with others in a social context. Separately, by observing the behaviors of others, people develop similar behaviors. After observing the behavior of others, people assimilate and imitate that behavior, especially if their observational experiences are positive ones or include rewards related to the observed behavior. According to Bandura, imitation involves the actual reproduction of observed motor activities (Bandura, 1977).

SLT has become perhaps the most influential theory of learning and development. It is rooted in many of the basic concepts of traditional learning theory. This theory has often been called a bridge between behaviorist learning theories and cognitive learning theories because it

encompasses attention, memory, and motivation. (Muro & Jeffrey, 2008). However, in this regard, Bandura believes that direct reinforcement could not account for all types of learning. For that reason, in his theory he added a social element, arguing that people can learn new information and behaviors by watching other people. According to the elements of this theory there are three general principles for learning from each other. The principles of social learning are assumed to operate in the same way throughout life. Observational learning may take place at any age. Insofar as exposure to new influential, powerful models who control resources may occur at life stage, new learning through the modeling process is always possible (Newman & Newman, 2007).

The Social Learning Theory (SLT) explains that gender stereotypes regarding cosmetic use are acquired through observational learning and vicarious reinforcement from social models, impacting patronage. For instance, studies confirm that viewing media reinforcement of feminine roles such as cosmetics for women influences behavioral conformity and subsequent purchase intent (Ventura & Bai, 2025; Amin et al., 2020). Age stereotypes further channel this effect, as media consistently models cosmetic use to either uphold youthful standards or correct aging (Barber, 2020), dictating what products are deemed age-appropriate. More so, individual differences in personality traits, specifically self-efficacy, determine the adoption of these learned behaviors, with high self-efficacy consumers more likely to patronize bold products if reinforced by observed successful models (Bandura, 1977).

Consequently, customer patronage is a function of the learned social cost and reward associated with gender and age norms, which advertisers actively manipulate through modeling in the cosmetic market (Ventura, 2024; Amin et al., 2020).

Empirical Review

Wang and Shi (2024) examine the effect of age stereotypes of older workers on job performance and intergenerational knowledge transfer intention. This study carried out two research designs, a questionnaire survey and an experimental study, to explore the effects of positive and negative age stereotypes of older workers on job performance and intergenerational knowledge transfer intention within an organizational context and underlying mediating mechanisms. The results showed that positive stereotypes of older workers significantly positively affected job performance and intergenerational knowledge transfer intention. In comparison, negative stereotypes of older workers significantly negatively affected job performance and intergenerational knowledge transfer intention, and self-perception of aging substantially mediates the effects. This study broadens the research field on the impact of positive and negative age stereotypes on older workers in organizational contexts. This study guides organizations in reducing age discrimination, creating an inclusive workplace environment, and achieving the successful aging of older workers.

Fernanda (2022) conducted a study with the aim is to understand how informal institutions in combination with social gendered stereotypes produce and reproduce patriarchal political systems, including gendered elite power relations. Through semi-structured interviews, conducted between September 2013 and August 2015, the paper sustains that one of the major constraints to the advancement of women's political careers in the Mexican executive branch

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lies in the elite's employment of a patronage system that is based on social arrangements distorted by gender stereotypes. The objective is to understand the mechanisms affecting the advancement of women's political careers within the Mexican executive branch.

Delgado-Ballester and Fernandez-Sabiote (2024) account that brand gender personality and perceived gender cues systematically influence consumer brand perceptions and subsequent purchase intent—effects that operate through social identity and perceived fit. Experimental work also shows that endorsing non-stereotypical gender roles such as showing men in caregiving roles, or women in leadership roles changes consumer evaluations and can increase or decrease purchase intentions depending on the target audience and cultural context (Fu et al., 2024). In sum, stereotypical portrayals can both harm and help depending on the match between consumer expectations and messaging making the marketing challenge nuanced rather than unidirectional.

METHODOLOGY

This study employs quantitative methods to examine the effect of gender stereotyping on customer patronage of Nivea cosmetic products in a selected retail cosmetic stores in Ilorin, Kwara state. The research focuses on the selected retail cosmetic stores (Chupet, Alvins and Ify cosmetic retail stores) in Ilorin. Considering the extensive and infinite nature of the population, the sample size was determined using Godden (2004) methodology and was set at 246. A survey method was employed, utilizing a self-administered questionnaire, and a multistage sampling approach was utilized, involving multiple sampling procedures at different stages to select sample respondents. Purposive sampling was adopted to focus on the three major retail cosmetic stores (Chupet, Alvins and Ify cosmetic retail stores) while availability sampling was used to determine customers that were available on weekend days when the research was conducted at retail cosmetic stores in Ilorin, Kwara state. The final stage of the sampling was the stage of using the random sampling through mall intercept to select the respondents for the study and administer the questionnaire to the customers of the selected retail stores in Ilorin, Kwara state.

To determine the validity of the instrument, content validity was adopted. The instruments were authenticated by the researcher's superior researcher who have more wealth of knowledge on the subject matter. It ensured that the instruments represent the entire range of possible items to be tested in the study.

The reliability of the research instrument was also tested using Cronbach's Alpha under the internal consistency method. The test-retest method was used to assess the internal consistency of the questionnaire. The reliability for each of these variables was also determined using Cronbach's alpha coefficient, with the least value for each variable starting from 0.7 and above.

The analysis was conducted using Inferential statistics in multiple regression analysis.

Model Specifications

Model for Hypothesis 1

$CS = f(PT)$ 3.1

$PT = INV + EXV + e$ 3.2

Substituting (3.2) into (3.1)

$CS = f\{INV + EXV\}$ 3.3

$C_i = \alpha + \beta_1 ed_i + \beta_2 rd_i + u_i$ 3.4

Where:

CS= Customer Satisfaction

PT= Personality trait

INV= Introverts

EXV=Extroverts

α =Constant term;

β_1 , = coefficient of the variable

U_i = Error term

Model for Hypothesis 2

$PQ = f(AST)$ 3.1

$AST = YC + OC + e$ 3.2

Substituting (3.2) into (3.1)

$PQ = f\{YC + OC\}$ 3.3

$PQ_i = \alpha + \beta_1 ed_i + \beta_2 rd_i + u_i$ 3.4

Where:

PQ= Product Quality

AST= Age Stereotype

YC= Young Customers

OC=Old Customers

α =Constant term;

β_1 = coefficient of the variable

U_i = Error term

RESULTS AND DISCUSSIONS

The descriptive statistics for all latent variables in this study was computed through means and standard deviation. The most common measure of central tendency is the mean, which is referring to the average value of the data set (Sekaran & Bougie, 2010). Standard deviation is a measure of spread or dispersion, which provides an index of variability in the data set and it is the square root of variance. Both mean and standard deviation are fundamental descriptive statistics for interval and ratio scale. This study used five-point Likert scale, and Nik et al., (2010) interpretation of the level of score is adapted. They recommended that scores of less than 2.33 are low level, 2.33 to 3.67 are moderate level, and 3.67 and above are regarded as high level. Table 4.4 below presents the mean and standard deviation of the entire variables used in this study. Extroverted Personality recorded the highest mean (M = 4.0347, SD =

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96315) while younger customer has the lowest mean (M =3.83, SD = 1.01). Thus, the entire variables mean were in the range of high level

Table 1: Mean and Standard Deviation of the Variables

Constructs	N	Minimum	Maximum	Mean	Std. Dev.
Customer Satisfaction	150	1.40	5.00	3.8893	.92295
Product Quality	150	1.00	5.00	3.8853	.96582
Extroverted Personality	150	1.00	5.00	4.0347	.96315
Introverted Personality	150	1.00	5.00	4.0107	1.05850
Younger customer	150	1.00	5.00	3.8267	1.00913
Older customer	150	1.00	5.00	3.9560	.98113

Sources: Field Survey, 2025

3. Mean and Standard Deviation of the Customer Satisfaction

The mean and standard deviation indicated in Table 2 below shows there are five items representing customer experience. All five items recorded high level of mean score. ‘Individuals with a high need for status and recognition are less satisfied with Nivea compared to luxury cosmetic brands’ recorded highest mean score (M = 3.97, SD = 1.170), whereas ‘Introverted consumers are less likely to express satisfaction with the public image associated with Nivea cosmetic products’ recorded a moderated mean score of (M = 3.82, SD = 1.206) respectively. This result shows that ‘Individuals with a high need for status and recognition are less satisfied with Nivea compared to luxury cosmetic brands’

Table 2: Mean and Standard Deviation of Customer Satisfaction

Code	Detail	Mean	SD
CS1	Consumers with confident personalities tend to report higher satisfaction with Nivea cosmetic products	3.80	1.264
CS2	Introverted consumers are less likely to express satisfaction with the public image associated with Nivea cosmetic products.	3.81	1.206
CS3	Extroverted consumers tend to report higher satisfaction with Nivea due to its brand visibility and accessibility	3.91	1.123
CS4	Individuals with a high need for status and recognition are less satisfied with Nivea compared to luxury cosmetic brands.	3.97	1.170
CS5	Consumers who value simplicity and practicality tend to be more satisfied with Nivea's product range	3.95	1.128

Sources: Field Survey, 2025

Mean and Standard Deviation of the Product Quality

The mean and standard deviation indicated in table 3 below shows there are five items representing corporate branding. The highest mean score of items for corporate branding is “Older consumers associate Nivea’s product quality with reliability and tradition” (M = 3.91, SD = 1.237), whereas “Older consumers believe that Nivea cosmetic products are more suitable for their age group than for younger users” recorded the lowest mean in the range (M = 3.85, SD = 1.189). In essence, “Older consumers associate Nivea’s product quality with reliability and tradition” is the item that represents corporate branding construct.

Table 3: Mean and Standard Deviation of Product Quality

Code	Detail	Mean	SD
PQ1	Younger consumers tend to perceive Nivea cosmetic products as less effective compared to older consumers	3.89	1.148
PQ2	Older consumers believe that Nivea cosmetic products are more suitable for their age group than for younger users.	3.85	1.189
PQ3	Younger users consider Nivea’s product quality to be outdated compared to newer cosmetic brands.	3.87	1.271
PQ4	Age influences consumer expectations of product quality when choosing Nivea cosmetics	3.89	1.232
PQ5	Older consumers associate Nivea’s product quality with reliability and tradition	3.91	1.237

Sources: Field Survey, 2025

Mean and Standard Deviation of the Personality Traits

The mean and standard deviation indicated in table 4 below shows there are 10 items representing personality traits with two sub-constructs (extrovert and introvert personalities). All the items recorded high levels of mean score. “As an extroverted individual, I am more likely to choose Nivea products that enhance my social appearance” recorded highest mean score (M = 4.11, SD = .984), whereas “I feel more comfortable using Nivea products because they don’t draw excessive attention” recorded the lowest mean score (M = 3.99, SD = 1.135). Therefore, the result show that ‘As an extroverted individual, I am more likely to choose Nivea products that enhance my social appearance’ is the main characteristic representing the personality traits in selected cosmetic retail store in Ilorin.

Table 4: Mean and Standard Deviation of Personality traits

Code	Detail	Mean	SD
Extrovert Personality			
EXV1	As an extroverted individual, I am more likely to choose Nivea products that enhance my social appearance.	4.11	.984
EXV2	I prefer using Nivea cosmetic products because they align with my outgoing and expressive lifestyle.	4.06	1.113
EXV3	I actively recommend Nivea products to others as part of my social interactions	4.02	1.096
EXV4	My extroverted personality influences my loyalty to Nivea as a brand that supports confidence and visibility.	4.07	1.075
EXV5	Customers with extroverted personalities are more likely to express high satisfaction with Nivea cosmetic products due to their social and expressive nature.	4.07	1.097
Introvert Personality			
INV1	As an introverted individual, I prefer Nivea cosmetic products that offer subtle and natural enhancement.	4.07	1.112
INV2	I value the simplicity and understated branding of Nivea, which aligns with my reserved personality	4.05	1.134
INV3	I am more likely to purchase Nivea products because they support a minimalist and personal skincare routine.	4.00	1.147
INV4	I feel more comfortable using Nivea products because they don't draw excessive attention.	3.99	1.135
INV5	My introverted nature influences me to rely on personal experience rather than social opinion when choosing Nivea cosmetics.	4.05	1.128

Sources: Field Survey, 2025

Mean and Standard Deviation of the Age Stereotype

The mean and standard deviation indicated in table 5 below shows there are 10 items representing Age stereotype with two dimensions (young and old customers). All the items recorded high levels of mean score. "I believe Nivea's product packaging and marketing appeal more to younger age groups" recorded highest mean score (M = 4.16, SD = 1.093), whereas "Customers in younger age groups are more likely to share their experiences with Nivea

products on social media, influencing brand perception” recorded a lowest mean score of (M = 3.95, SD = 1.101) respectively. This result shows that “I believe Nivea’s product packaging and marketing appeal more to younger age groups” is the main characteristic representing the customer service delivery in selected cosmetic retail store in Ilorin.

Table 5: Mean and Standard Deviation of Age Stereotype

Code	Detail	Mean	SD
Younger customers			
YC1	Younger customers are more likely to express satisfaction with Nivea cosmetic products due to their focus on trendiness and skincare innovation	4.15	.908
YC2	Younger customers prefer Nivea products because they associate the brand with reliability and long-standing quality	4.15	.925
YC3	I believe Nivea’s product packaging and marketing appeal more to younger age groups	4.16	1.093
YC4	Nivea cosmetics meet the skincare needs of my age group more effectively than other brands	4.09	.976
YC5	My decision to use Nivea products is influenced by how people in my age group perceive the brand	4.11	.914
Older customers			
OC1	Younger customers are more likely to express high satisfaction with Nivea cosmetic products due to their interest in trendy and youthful skincare solutions	4.05	1.060
OC2	Older adults are more likely to trust and remain loyal to Nivea products due to the brand’s long-standing reputation and simplicity	4.01	1.141
OC3	Customers in younger age groups are more likely to share their experiences with Nivea products on social media, influencing brand perception	3.95	1.101
OC4	Middle-aged customers are more likely to prioritize the functional benefits of Nivea products over their aesthetic appeal	3.98	1.071
OC5	Satisfaction with Nivea cosmetic products varies across age groups due to differing skincare needs and beauty standards	4.01	1.114

Sources: Field Survey, 2025

Regression Analysis and Test of Hypotheses

Hypothesis I

Multiple regression analysis was used to determine the relationship between communication (Sales Promotion and Advertising) effect and corporate reputation of selected store- based retail outlets in Lagos state Metropolis.

Table 7: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.720 ^a	.520	.492	1.06378	1.970

a. Predictors: (Constant), Introvert, Extrovert

b. Dependent Variable: Customer satisfaction

Sources: *Researcher’s Survey, 2025*

The model summary as indicated in table 7 above shows that R-Square is 0.520; this implies that 52% of variation in the dependent variable (Customer satisfaction) was explained by the constant variables (Personality traits) while the remaining 48% is due to other variables that are not included in the model. This means that the regression (model formulated) is useful for making predictions.

Table 8: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.203	2	25.701	26.684	.000 ^b
	Residual	123.745	167	.925		
	Total	143.480	148			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Introvert, Extrovert

Sources: *Researcher’s Survey, 2025*

The table 8 above summarized the results of the analysis of variation in the Revisit Intention with large value of regression sum of squares (31.203) in comparison to the residual sum of squares with value of 123.745. This value indicated that the model explains a lot of the variation in the Revisit Intention. Yet, the estimated F-value (26.684) as given in the table above with significance value of 0.000; which is less than p-value of 0.05 (p<0.05) means that the personality traits as a whole can jointly influence change in the customer satisfaction.

Table 9: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.312	.320		7.234	.000
Introvert	.227	.251	.111	2.015	.011
Extrovert.	.412	.229	.420	1.925	.005

a. Dependent Variable: Customer satisfaction

Sources: *Researcher's Survey, 2025*

Hypothesis II

Multiple regression analysis was used to determine the relationship between Age stereotype (younger and older customers) and product quality of Nivea cosmetic patronage in Ilorin Metropolis.

Table 10: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.629 ^a	.510	.496	.96751	1.902

a. Predictors: (Constant), Younger customers, older customers

b. Dependent Variable: Product Quality

Sources: *Researcher's Survey, 2025*

The model summary as indicated in table 10 above shows that R-Square is 0.510; this implies that 51% of variation in the dependent variable (product quality) was explained by the age stereotype variables (younger and older customers) while the remaining 49% is due to other variables that are not included in the model. This means that the regression (model formulated) is useful for making predictions.

Table 11: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	12.904	2	7.472	8.910	.000 ^b
Residual	112.216	147	.839		
Total	118.221	149			

a. Dependent Variable: Product Quality

b. Predictors: (Constant), Younger customers, older customer

Sources: *Researcher's Survey, 2025*

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The table 11 above summarized the results of the analysis of variation in the age stereotype with large value of regression sum of squares (12.904) in comparison to the residual sum of squares with value of 112.216. The result indicated that the model fit to explain a lot of the variation in the operation product quality. Thus, the estimated F-value (8.910) as given in the table above with significance value of 0.000, is less than p-value of 0.05 ($p < 0.05$). This means that the age stereotype as a whole can jointly influence change in the product quality.

Table 12: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.167	.474		1.501	.000
	Younger customer	.204	.093	.172	2.206	.029
	Older customer	.256	.074	.269	3.416	.001

a. Dependent Variable: Customer Relations

Sources: *Researcher's Survey, 2025*

Discussion of Findings

The dependent variable as shown in the table 9 explains the influence of personality traits on the customer satisfaction. This was used as a yardstick to examine the influence between the two independent variables (Introvert and Extrovert). Regarding the relationship between introvert and customer satisfaction, the result indicated that introvert had significant relationship with customer satisfaction ($\beta = .227$, $t = 2.015$, $p < .011$). Therefore, Hypothesis H_{1a} was supported.

Hypothesis H_{1b} predicted that extrovert personality is positively related to customer satisfaction. Result indicated that extrovert personality had a positive and significant relationship with customer satisfaction ($\beta = 0.412$, $t = 1.925$, $p = .005$). Thus, the Hypothesis H_{1b} is supported at 10% level of significant. The overall summary of this regression analysis result in relations to the coefficient of personality traits have significant influence on customer satisfaction of Nivea cosmetic product in Ilorin Metropolis in the area of introvert and extrovert personality traits. This implies that the null hypothesis was rejected, hence, the alternate hypotheses was accepted. Thus, personality traits have significant influence on customer satisfaction of Nivea cosmetic products in Ilorin Metropolis.

The dependent variable as shown in the table 12 clarifies the influence of age stereotype (younger and older customers) on the product quality. This was used as a yardstick to examine the influence between the two independent variables. Specifically, Hypothesis H_{2a} predicted that younger customer is positively related to product quality. Result indicated that younger customer had a significant positively relationship with product quality ($\beta = 0.204$, $t = 2.206$, $p =$

.029). The result revealed that the younger customer will eventually serve as the determinant of product quality. Therefore, Hypothesis H_{2a} is supported.

Hypothesis H_{2b} predicted that older customers are positively related to product quality. Result indicated that older customers services had a positive and significant relationship with product quality ($\beta = 0.256$, $t = 3.416$, $p = .001$). Thus, the Hypothesis H_{2b} is supported at 5% level of significant. The overall summary of this regression analysis result in relations to the coefficient of age stereotype have significant influence on product quality of cosmetic retail outlets in Ilorin Metropolis in the area of younger and older customers. This implies that the null hypothesis was rejected, hence, the alternate hypotheses was accepted. Thus, age stereotype has significant influence on product quality of Nivea cosmetic in retail outlets in Ilorin Metropolis.

CONCLUSION AND RECOMMENDATIONS

This finding suggests that the preconceived notions or stereotypes held about a customer's personality type directly affect their level of satisfaction. In essence, how a customer is perceived to be—whether introverted or extroverted—plays a crucial role in shaping their overall experience and, consequently, their contentment. Therefore, strategies aimed at enhancing customer satisfaction should consider the impact of these personality stereotypes and potentially adapt interactions to resonate more effectively with diverse customer personalities.

In addition, the scholarly consensus is that while gender stereotyping remains a dominant and commercially effective strategy in the Nigerian cosmetic industry, it presents an ethical dilemma due to its role in perpetuating restrictive gender norms and undermining consumer self-worth. However, it is essential to note that consumer patronage is not solely determined by gender appeals; core product attributes such as perceived quality, price, and brand name also significantly influence purchasing decisions (Anetoh et al., 2024).

The finding that personality trait stereotypes (specifically those related to introversion and extroversion) significantly influence customer satisfaction through their impact on customer interactions necessitates strategic recommendations for businesses. To optimize customer satisfaction, organizations should focus on implementing tailored communication training for staff, design flexible customer interaction channels and incorporate personality-focused insights into customer journey mapping.

Future research should focus on quantitatively measuring the long-term shift in consumer response to the increasing trend of gender-inclusive marketing that seeks to challenge, rather than reinforce, these traditional stereotypes.

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