

**Customer Equity, Brand Awareness and Performance of Cosmetics Companies in
Ibadan Oyo State, Nigeria**

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**Being a MSc Thesis Presentation to the Department of Management and Accounting,
Faculty of Management and Social Sciences, Lead City University, Ibadan**

**In Partial Fulfilment of the Requirements for the Award of Master of Science Degree
(MSc) in Business Administration**

2023

Certification

This is to certify that this thesis was carried out by **Precious SOLOMON** with Matric No. **LCU/PG/002059**, in the Department of Management & Accounting under my thorough supervision in the Faculty of Management and Social Sciences, Lead City University, Ibadan, Nigeria and that this work had not been previously submitted.

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Dedication

This thesis is dedicated to God Almighty for His Grace and guidance throughout this programme.

Do Not Copy, Lead City University, Nigeria

Acknowledgement

I give all praise and adoration to God Almighty for guiding me through my course of study in this noble university, Lead City University, Ibadan. I wish to express my profound gratitude to Lead City University, Ibadan, Nigeria for the given opportunity to undergo this degree. I appreciate the Vice-Chancellor of the University, Professor K.A. Adeyemo, Heads of Departments and Lecturers in the University. The unquantifiable contribution of my supervisors, Dr A.B. Onamusi, who created an enabling supervision towards the completion of this thesis, can never be ignored. You motivated me and helped by mentoring and coaching me throughout this entire process. Sincere gratitude is extended to Dr. Tina Akinbo, (HOD, Department of Management & Accounting), Prof. Oyedokun, and Dr Adejuwon for your assistance and direction. Mr. Ibikunle and Mr. Adewumi also contributed enormously to this study by giving me support and advice. I acknowledge all my colleagues and fellow students at the University, thank you. Furthermore, I say a big thank you to my husband Mr. Adewale Saobanh, for his endless support. I am also grateful to my parents and siblings for their prayers and encouragement.

Abstract

When considering the socioeconomic contributions to support jobs and stimulate economic progress, the cosmetics industry stands out as one of the most active. However, there are increasing customers concern about the transparency and sustainability of cosmetic products, Thus, demands management commitment in deploying appropriate Customer Equity mechanisms (CE) and creating Brand Awareness (BA) to enhance customer perception and performance. Hence, the study assessed the effect of CE on performance of cosmetic products in Ibadan. Cross-sectional survey research design was adopted. The infinite population has a sample size of 460 women-cosmetics users computed using Cochran formula. The study adopted a purposive sampling technique. A validated questionnaires were used to collect data. The Cronbach's alpha reliability coefficients for the constructs ranged from 0.72 to 0.91. The response rate of 95.2% was obtained. Data were analyzed using descriptive and inferential statistics. Findings revealed that CE has significant effect on performance ($R^2 = 0.595$, $\beta = 0.505$, $t = 7.215$, $p = 0.000$). CE has significant effect on customer satisfaction ($Adj R^2 = 0.415$, $p = 0.000$, $Q^2 = 0.254$). CE has significant effect on new product development ($Adj R^2 = 0.296$, $p = 0.000$, $Q^2 = 0.254$). CE has significant effect on customer engagement ($Adj R^2 = 0.263$, $p = 0.000$, $Q^2 = 0.177$). BA has significant mediating effect on the relationship between CE and performance of cosmetic firms in Ibadan Oyo State ($\beta = 0.206$, $t = 3.596$, $p = 0.000$, $Q^2 = 0.221$, 0.339). This study conclude that CE and BA are important for higher performance. The study recommends that cosmetics firms selling in Ibadan must position their brands in such a way that it amuses existing and potential customers perception towards their product to gain market share and be creative in their commitment to brand awareness campaign because of its ability to explain the effect customer equity has on performance.

Keywords: Brand awareness, Customer equity, Cosmetics products, organisational performance

Word count 290

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