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**Relationship between Personality Styles, Communication Patterns, Sexual Behaviours
and Marital Satisfaction of Married Adults in South-West Nigeria**

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**Relationship between Personality Styles,
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and Marital Satisfaction of Married Adults in
South-West Nigeria**



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Abstract

Purpose: This study investigated relationship between personality styles, communication patterns and sexual behaviours and marital satisfaction of married adults in South-west Nigeria.

Methodology: The correlation survey design was adopted and accidental sampling technique was used in selecting a sample of 1,611 married adults in South-west Nigeria. The instrument, titled: “Personality Styles, Communication Patterns, Sexual Behaviours and Marital Satisfaction Questionnaire” was used to collect data from the respondents. The content validity of the instrument was done by five professionals from the Department of Educational Psychology, Oyo State College of Education, Lanlate and Department of Guidance and Counselling, University of Ilorin and the reliability was verified using test re-test reliability method, which yielded a correlation coefficient of 0.81, 0.85, 0.87, and 0.89. Data analysis was conducted using Pearson Product Moment Correlation (PPMC).

Findings: The findings indicated that personality styles, communication patterns and sexual behaviours had significant relationship with marital satisfaction of married adults in South-west Nigeria. Transaction Analysis of Eric Berne was employed showing how people interact with one another based on their internal ego states. The study concluded that improving marital satisfaction requires programmes that enhance communication, support healthy sexual relationships, and help couples understand their personality styles. When it comes to maintaining marital stability over the long haul, cultivating emotional connection, and fostering harmony, these interventions are crucial.

Unique Contribution to Theory, Practice and Policy: Therefore, it was suggested that married adults should make it a priority to learn and appreciate each other's distinct personality traits in order to cultivate a more harmonious and fulfilling relationship. In order to increase marital happiness, intimacy, and clarity of purpose, health professionals and marriage counsellors should host workshops, seminars, conferences, and counselling interventions to teach married people healthy communication patterns and sexual behaviours.

Keywords: *Communication Patterns, Married Adults, Marital Satisfaction, Personality Styles, Sexual Behaviours*

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INTRODUCTION

A marriage is a social union or legal contract between two people. It is a primary institution in all civilisations. It is a public legal institution of every fully legalised civilisation, and not simply a private religious ritual or romantic declaration. Marriage is a permanent partnership between an adult man and an adult woman as two separate entities, identified as husband and wife (Okesina, 2022). In many cultures and religious traditions marriage is intended to last until the death of one partner. It is commonly assumed by society, families, and sometimes the couple themselves that they will live together permanently, adapting to and tolerating each other's differences over time (Imo, Odimegwu, & De Wet-Billings, 2022). Success in marriage can depend on a variety of factors, including trust, love, friendship, good personality disposition, personality styles, effective communication, and healthy sexual behaviour, all of which help to promote marital satisfaction.

The stability of the family structure is dependent on the couple's relationship quality (Oladosu, 2023). Numerous marriages struggle with issues like personality conflicts, intimacy problems, and inappropriate communication methods, which often lead to marital instability but the ability to manage these issues effectively can lead to marital satisfaction (Akuezilo & Nwanna, 2021). Marital satisfaction is often used interchangeably with marital adjustment, marital success and marital happiness and frequently considered the best global indicator of marital quality (Precious, Adeyemi & Jaiyeoba, 2025). Marital satisfaction refers to the subjective contentment partners experience in their relationship, typically gauged by comparing one's marital expectations to actual outcomes (Okpani & Okpani, 2024).

According to Babatunde and Adejumo (2024), a person's perception of the advantages and disadvantages of marriage is reflected in their level of marital satisfaction. It is also a marital state of contentment that is impacted by how people perceive one another. As a result, it is seen as a gauge of how well someone needs and feelings are satisfied (Zoby, 2025). A multifaceted notion, marital satisfaction encompasses various elements of the marriage, such as commitment, integrity, adjustment, and happiness. A couple experiences marital satisfaction when their marital relationship aligns with their expectations and is supported by compatible personality styles that foster understanding and emotional balance, as well as overall personality (Precious, Adeyemi, & Jaiyeoba, 2025).

The term "personality" describes the enduring features, interests, motivations, values, self-concept, skills, and emotional patterns that make up an individual's own way of adjusting to life (Adebayo, 2025). Wolman (2025) opined that the dynamic organisation of a person's psychosocial processes, which determines their distinctive ideas, behaviors, and environmental adaptations, is known as personality. This demonstrates that an individual's personality is composed of both observable and unobservable inclinations, characteristics, behaviours, and styles that they exhibit or adopt when interacting with their surroundings.

Personality style is an important factor that influences how individuals approach and maintain marital relationships. The two fundamental personality styles explored in this study are Type A and Type B. Excessive competition, quick speech, aggression, quick movements, impatience, cynical animosity, and a persistent sense of urgency are characteristics of type A personalities (Oladosu, 2023). In contrast, Type B individuals are characterised by patience, tolerance, and an easygoing nature (Agboola & Oluwatosin, 2025). The behaviours of Type B personalities are typically the

opposite of those associated with Type A. A Type B personality maintains a relaxed attitude toward life, avoids hostility, and becomes competitive only when necessary. Type B people may just relax, without that guilty feeling, and they do things in a slow, methodical way, without any haste, unlike Type A people. Type B features are often the characteristics of professionals such as scientific researchers, church members, and child carers (Adebayo, Olayiwola Adedaja, & Michael, 2025). Two different personality styles; Type A and Type B mainly affect the process of marriage, emotion control and communication styles in marriage.

In order to achieve marital happiness and peace of mind, communication is crucial. Whether verbal or nonverbal, communication is the transmission of encrypted messages from the sender to receiver, with the receiver understanding the message by their own interpretation and response (feedback). Information creation, transmission, interpretation, and use are all involved in the communication process. There are two types of communication patterns considered in this study: positive and negative. According to Kolawole, Aishat, Ossai-Opute, and Iro-Idoro (2024), communication is considered positive or successful when the recipient clearly understands the message as intended by the sender. This type of communication promotes cooperation, reduces misunderstandings, and strengthens relationships. In contrast, negative communication occurs when the message is unclear or misunderstood, causing confusion and requiring the sender to find better ways to express their ideas. Oladosu, Olakojo, and Fadipe (2023) also explained that communication is a two-way process, where messages flow between the sender and receiver, leading to shared understanding and mutual responses. Thus, couples in longer marriages tend to have better-developed communication habits, which make it easier for them to express their needs, resolve misunderstandings, and sustain a fulfilling emotional connection, deeper sexual understanding, and more satisfying sexual behaviours over time.

Sexual activities play a major role in marital relationships. A good sexual relationship helps reduce daily stress and conflict and increases affection between partners. Agu, and Mmamèl (2025) defined sexual activity as any action that satisfies sexual urges or raises arousal or sexual excitement. Masturbation and copulation are consummate responses that satisfy sexual desire. Sexual behaviours can also be understood as hunger responses that heighten sexual excitements and introduce individuals to sexually relevant stimuli or sexually responsive partners (Okesina, 2022). These behaviours are often influenced by individual differences such as personality traits, emotional connection, and previous experiences. Cultural and religious beliefs also play a key role in influencing individuals' attitudes and expressions of sexual behaviour within marital relationships.

Several studies had been conducted on personality styles, communication patterns, sexual behaviours and marital satisfaction but none has combined the three variables with marital satisfaction in South-west, Nigeria. For instance, Akuezuiilo and Nwanna (2021) explored communication styles and sexual satisfaction as predictors of marital satisfaction among couples living in Anambra State, Nigeria. It was found that couples' disparate personality types are the reason why marriages collapse. It was also discovered that married adult's ability to communicate effectively will be improved by their awareness of their spouses' personality types. Kolawole, Aishat, Ossai-Opute, and Iro-Idoro (2024) examined communication, conflict resolution skills, and perceived stress as correlates of marital health among married couples in a Pentecostal church in Ogun State, Nigeria. The findings revealed that ineffective communication causes marriages to

fail, but if partners are modest enough to receive communication skills training, they can maintain positive marital connections.

Nweke, Dile-Aghanya, Umeaku and Ofoma (2021) examined personality qualities and attachment patterns as indicators of marital satisfaction among married women in the workforce. The data showed that there was a weak positive notable association between independent variables and marital satisfaction. In a factorial study of intimacy and libido, Abamara, Abamara, Udeze, and Ibekwe (2022) investigated marital satisfaction among married adults in Awka. According to the results, libido and closeness both significantly impacted marriage satisfaction, and there was a substantial relationship between the two elements that affected marital satisfaction.

To the best of the researcher's competence, none of the earlier studies mentioned above have combined personality styles, communication patterns and sexual behaviours in relation to marital satisfaction. One counselling theory can effectively integrate personality styles, communication patterns, sexual behaviours and marital satisfaction is the Transactional Analysis (TA) developed by Eric Berne in the 1977. TA is a psychoanalytic theory and method of therapy that explores how people interact with one another based on their internal 'ego states' These ego states – Parent, Adult and Child – represent the different ways people think, feel, and behave in various situations, including in their marriages . The theory focuses on understanding how individual' personality types (such as Type A or Type B), communication styles, and past experiences influence their current relationships, including their sexual and marital satisfaction. For married adults in Nigeria, TA can help understand the interplay between traditional gender roles, communication patterns, and how these factors contribute to marital satisfaction and sexual behaviour in a culturally specific context. This was the gap the present study filled. Therefore, the researcher investigated relationship between personality styles, communication patterns, sexual behaviours and marital satisfaction of married adults in the South-west Nigeria.

Purpose of the Study

The key purpose of the study was to examine;

1. Significant influence between personality styles and marital satisfaction of married adults in South- west Nigeria.
2. Significant influence between communication patterns and marital satisfaction of married adults in South - west Nigeria.
3. Significant relationship between sexual behaviours and marital satisfaction of married adults in South - west Nigeria.

Research Questions

The following questions were raised and answered in this study:

1. Is there any significant relationship between personality styles and marital satisfaction of married adults in South- west Nigeria?
2. Is there any significant relationship between communication patterns and marital satisfaction of married adults in South - west Nigeria?
3. Is there any significant relationship between sexual behaviours and marital satisfaction of married adults in South - west Nigeria?

Research Hypotheses

The following null hypotheses were formulated and tested in this study at 0.05 significance level:

1. There is no significant relationship between personality styles and marital satisfaction of married adults in South- west Nigeria.
2. There is no significant relationship between communication patterns and marital satisfaction of married adults in South - west Nigeria.
3. There is no significant relationship between sexual behaviours and marital satisfaction of married adults in South - west Nigeria.

METHODOLOGY

The research design that was adopted for this study is a correlation type. Winer, Brown and Michels (2025) maintained that correlational designs are apt for measuring such complexities of the patterns of relationships that occurred among measured variables. In the view of Doshier (2024), correlation is a measure of the extent to which two or more variables are related; it allows the researcher to clearly and easily see if there is a relationship between variables under study. Thus, the researcher considered correlational type suitable for this study, since the study investigated relationship between personality styles, communication patterns, sexual behaviours and marital satisfaction among married adults in South-west Nigeria.

The population for this study comprised all married adults in South-west Nigeria which is 7,953,783 (National Bureau of Statistics, 2021). The target population for this study was consisted of all married adults (5,621,789) who were in three states drawn from the South-west geo-political zone in Nigeria. According to Research Advisors (2006), a sample size of 1536 was deemed suitable for the population of this magnitude at 95% confidence interval, and 2.5% Margin of error. The researcher added 5% of the sample size, therefore the sample size used for this study was 1,611 in order to take care of attrition. The sample for this study was drawn from South-west geo-political zone in Nigeria to ensure geographical representation. The multi-stage sampling procedure was adopted in choosing respondents for the purpose of this study.

At stage one, purposive sampling technique was applied to identify three states from the South west geo-political zone based on the population size. The three states that were selected in the South-west geo-political zone in Nigeria due to high number of married adults in each state; thus, the 3 states selected were Oyo, Lagos and Ogun.

At stage two, proportionate sampling was used to select the respondents based on their population in the selected States.

Table 1: Distribution of Married Adults' Population from Three States in South -west Geo Political Zone in Nigeria

State with Highest Population	Population Size	Sample Size
Oyo	1,952,654	560
Lagos	1,721,366	493
Ogun	1,721,366	558
Total	5,621,789	1,611

Source: National Bureau of Statistics (2021)

A proportional sampling allows the researcher to select respondents at random from the subgroup in proportion to the size of the group in the total population (Winer, Brown, & Michels, 2025). Samples were selected based on the proportion selected in each state that; 560 in Oyo, 493 Lagos and Ogun 558. At stage three, accidental sampling techniques were used to select 1,534 from married adults in South-west geo political zone. The overall number of respondents from South-west geo political zone that were used for the study was 1,611.

The instrument used in this study was adapted and consisted of five sections (Demographic Data, Personality Style Scale, Communication Patterns Inventory, Sexual Behaviour Scale and Marital Satisfaction Scale). The Personality Style Scale was developed by Zoby in the year 2025, Communication Pattern Inventory developed by Noller and White in 1990, Sexual Behaviour Scale developed by Kreuter, Sullivan, and Siosteen in 1994. The marital satisfaction Scale was sourced from the literature and developed by the researcher. Each scale comprised 20 items which were adapted in this study. It was a four-point Likert scale and used the rating of "Strongly Agree" (4 points), "Disagree" (3 points), "Disagree" (2 points), and "Strongly Disagree" (1 point). The lowest possible score was 20 and the highest was 80. The instrument was later titled: "Personality Styles, Communication Patterns, Sexual Behaviours and Marital Satisfaction Questionnaire" was used to collect data for this study. The scale comprised 20 items which were adapted in this study. The instrument was giving to five experts in the Department of Educational Psychology, Oyo State College of Education, Lanlate and Department of Guidance and Counselling, University of Ilorin, Ilorin for face and content validity. Suggestions and corrections made by the experts were effected and incorporated to the instrument. Also, the reliability of the instrument was ascertained by using test re-test reliability method. The instrument was administered two times on 30 randomly selected married adults in Ilorin West local government area of Kwara State who were not part of the final administration but possess similar characteristics of those under study with a two weeks interval. The two sets of scores were correlated using Pearson's Product Moment Correlation to obtain the reliability coefficient of the instrument. Thus, the reliability coefficient values of 0.81 was obtained for personality styles, 0.85 was obtained for communication patterns, 0.87 was obtained sexual behaviour scale, and 0.89 was obtained marital satisfaction scale.

RESULTS

Data analysis was done on a total of 1,586 (98.4%) questionnaire forms that were properly filled out of 1,611 questionnaire forms that were used for this study. Pearson's Product Moment Correlation was tested at 0.05 level of significance.

Hypothesis One: There is no significant relationship between personality styles and marital satisfaction among married adults in South- west Nigeria

Table 2: Pearson's 'r' Showing Relationship between Personality Styles and Marital Satisfaction among Married Adults in South-west Nigeria

Variable	N	Mean	SD	Df	Cal. r - value	p. value
Personality Styles	1586	62.75	11.22			
Marital Satisfaction	1586	63.88	10.25	1584	0.74*	0.02

*Significant, $p < 0.05$

Table 2 indicated that the calculated r - value was 0.74 with correspondence p-value of 0.02 which was less than 0.05 level of significance. Since the calculated p-value was less than the 0.05 alpha level, it thus indicated that there was significant relation. Thus, personality styles significantly related with marital satisfaction among married adults in Southwest Nigeria.

Hypothesis Two: *There is no significant relationship between communication patterns and marital satisfaction of married adults in South - west Nigeria*

Table 3: Pearson's Showing Relationship between Communication Patterns and Marital Satisfaction among Married Adults in South-west Nigeria

Variable	N	Mean	SD	Df	Cal. r - value	p. value
Communication Patterns	1586	66.25	6.83			
Marital Satisfaction	1586	63.88	10.25	1584	0.25*	0.01

*Significant, $p < 0.05$

Table 3 indicated that the calculated r - value is 0.25with correspondence p-value of 0.01 which was less than 0.05 level of significance. Since the calculated p-value was less than the 0.05 alpha level, it thus indicated that there was significant relation. Thus, communication patterns significantly related with marital satisfaction among married adults in South-west Nigeria.

Hypothesis Three: *There is no significant relationship between sexual behaviours and marital satisfaction of married adults in South - west Nigeria*

Table 4: Pearson's Showing Relationship between Sexual Behaviours and Marital Satisfaction among Married Adults in Southwest Nigeria

Variable	N	Mean	SD	Df	Cal. r - value	p. value
Sexual Behaviours	1586	70.25	5.84			
Marital Satisfaction	1586	63.88	10.25	1584	0.58*	0.03

*Significant, $p < 0.05$

Table 4 indicated that the calculated r - value is 0.58with correspondence p-value of 0.03 which was less than 0.05 level of significance. Since the calculated p-value was less than the 0.05 alpha level, it thus indicates that there was significant relation. Thus, sexual behaviours significantly related with marital satisfaction among married adults in Southwest Nigeria.

Discussion

The findings showed a significant relationship between personality styles and marital satisfaction among married adults in South-west Nigeria contributes valuable insights to the understanding of marital dynamics in this region. The reason is that personality styles could relate to marital satisfaction among married adults due to how married adults interact, communicate, and resolve conflicts within the marriage. Therefore, couples with compatible personalities have a higher probability to understand and support each other, leading to more harmony and contentment in the relationship. On the other hand, a mismatch of personality styles could lead to misunderstanding, tension and lack of satisfaction. This lends support to the study of Dada, Okorodudu and Onoyase (2023) that examined the association between personality styles and marital satisfaction. Both researchers found that certain personality traits, such as agreeableness and emotional stability, were positively related to higher levels of marriage satisfaction. This offers a basis for interpreting enduring patterns of association between personality and marital satisfaction.

The results reveal a substantial association between communication patterns and marital satisfaction among married adults in South-west Nigeria, highlights the critical role communication plays in defining marital dynamics in this region. In married adults, efficient communication is strongly associated with marital satisfaction as communication patterns enhance understanding, empathy and connection between partners. When couples talk with openness, listen actively and share their thoughts and feelings in a constructive manner, they are better able to settle conflicts, manage concerns and navigate challenges together. On the other hand, negative communication pattern, marked by criticism, defensiveness and contempt or stonewalling, may lead to misunderstandings, resentment and discontent in the marriage. The findings of Okesina (2022) who focused on communication patterns in Nigerian marriages supported the result. Their findings validated the present study by discovering favourable communication practices among couples in South-west Nigeria that contributed to marital satisfaction. Open communication and mutual understanding were seen as important for relationship well-being. Madukwe, Njoku, Uzoekwe and Agonodi-Victor (2025) studied communication patterns and marital satisfaction among married persons in Nigeria. Therefore, the findings of the present study are supported by the findings of their study and this indicates that couples in South-West Nigeria have high level of satisfaction with their communication patterns. Effective communication was identified as a significant predictor of overall relationship satisfaction. Oladosu (2023) in a research delved into the personality styles, communication styles and emotional intelligence as correlates of marital satisfaction among married adults in Nigeria. The findings supported the current study by emphasising that constructive communication patterns significantly predicted higher levels of marital satisfaction. The ability to navigate and resolve conflicts through communication contributed positively to relationship quality.

The findings revealed a substantial association between sexual behaviours and marital satisfaction among married adult in South-west Nigeria, providing crucial insights into the complex nature of marital relationships in this location. Sexual behaviours in married adults is associated with marital pleasure because it establishes a profound emotional connection between couples, improving feelings of intimacy and closeness. This tie strengthens the marriage relationship and enhances overall contentment. Arinze and Olawa (2024) conducted study on sexual and marital satisfaction among married couples, which supported the current findings. They found that positive sexual

activities, such as communicating about sexual needs and desires, greatly increased overall marriage satisfaction. This highlights the critical function of sexual communication in promoting relationship satisfaction. Agha, Obineli, and Nwankwo (2024) studied sexual satisfaction as a predictor of marital satisfaction among married adult attending public institutions in Anambra State. The results supported the current study's conclusion by demonstrating that couples who engaged in frequent and mutually satisfactory sexual activities reported higher levels of marital satisfaction. This shows that sexual intimacy is important for the overall satisfaction of a marital relationship. Adebayo (2025) investigated factors affecting marital satisfaction among couples, as judged by counsellors in Ilorin Metropolis. The results supported the current study's conclusion by demonstrating that couples who engaged in open and successful sexual communication reported higher levels of marital satisfaction. This emphasised the need of communication in the sexual part of marriage. Agha, Obineli, and Nwankwo (2024) also investigated sexual practices and relationship quality in Nigeria. The findings confirmed the current study by stressing those positive sexual behaviours, defined by emotional connection and fulfilment, were strongly associated with increased marital satisfaction. This emphasises the holistic aspect of sexual satisfaction in relation to total relationship well-being. This shows that broader environmental factors may impact the strength of the link between sexual behaviours and marital satisfaction.

Implications of Findings for Marriage Counselling

The study's findings indicate that marriage counsellors should assist couples to better understand how their personality styles shape their daily interactions and overall marital satisfaction. Also, Counsellors are implored to encourage partners to recognise differences in temperament, emotional expression, and conflict handling tendencies so they can reduce misunderstandings and strengthen compatibility. Communication skills training are very vital, as counsellors should promote understanding of active listening, empathy, constructive dialogue, and effective conflict-resolution techniques that improve relational harmony. Since communication patterns strongly influence marital satisfaction, counselling should include practical exercises that promote openness, respect, and continuous emotional engagement while addressing harmful habits such as criticism, defensiveness, and withdrawal. The findings also underscore the need for counsellors to incorporate sexual health education and intimacy-building strategies into their programmes. Helping couples discuss sexual expectations, preferences, and challenges in a safe and non-judgmental space can prevent emotional distance, frustration, and dissatisfaction. A counselling approach that integrates personality awareness, communication enhancement, and healthy sexual-relationship support provides a unified framework that strengthens marital stability and promotes long-term satisfaction among married adults in South-West Nigeria.

Conclusion

The study showed that personality styles, communication patterns and sexual behaviours had great significant relationship with marital satisfaction of married adults in South - west Nigeria. Therefore, improving marital satisfaction requires programmes that enhance communication skills, promote healthy sexual relationships, and develop a better understanding of personality styles among married adults. Marital communication workshops, conflict-management training, sexual health education, premarital and post-marital counselling, emotional-intimacy coaching,

and personality-awareness sessions are among the effective programmes. Relationship stability, empathy, and mutual respect are the outcomes of these interventions for married couples.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. Married adults should prioritise mutual understanding and appreciating each other's distinct personality styles to foster a healthier and more fulfilling relationships
2. Marriage counsellors should regularly schedule counselling sessions to assist married adult in improving their marriage satisfaction through the development of constructive communication patterns.
3. Practitioners should educate married adults on healthy sexual activities through workshops, seminars, conferences and counselling interventions knowing that such programmes will increase closeness, reduce misunderstanding and ultimately promote higher marital satisfaction.

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