

**DIGITAL PSYCHOLOGY AND PURCHASING DECISION OF ONLINE  
RETAILERS CUSTOMERS: A STUDY OF POSTGRADUATE STUDENTS  
OF COVENANT UNIVERSITY, OTA**

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**JULY, 2022**

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OF COVENANT UNIVERSITY, OTA.**

**BY**

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**B.sc Business Administration, Covenant University, Ota,**

**A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE  
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THE AWARD OF MASTERS OF SCIENCE (MSc) DEGREE IN  
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COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES, COVENANT  
UNIVERSITY, OTA, OGUN STATE, NIGERIA**

**JULY, 2022**

## **ACCEPTANCE**

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of a Master's degree (MSc) in Marketing in the Department of Business Management, College of Management and Social Sciences, Covenant University

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(Dean, School of Postgraduate Studies)

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## **DECLARATION**

I, **NWOSU PRECIOUS CHIEMERIE (13AB014603)** declares that this research titled **DIGITAL PSYCHOLOGY AND PURCHASING DECISION OF ONLINE RETAILERS CUSTOMERS: A STUDY OF POSTGRADUATE STUDENTS OF COVENANT UNIVERSITY, OTA**, was carried out by me under the supervision of Dr Omotayo A. Adegbuyi, of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun state, Nigeria.

I attest that the dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this dissertation are duly acknowledged.

**NWOSU, PRECIOUS CHIEMERIE**

**Signature and Date**

## **CERTIFICATION**

This is to certify that this research work titled **DIGITAL PSYCHOLOGY AND PURCHASING DECISION OF ONLINE RETAILERS CUSTOMERS: A STUDY OF POSTGRADUATE STUDENTS OF COVENANT UNIVERSITY, OTA**, was undertaken by **NWOSU PREIOUS CHIEMERIE WITH MATRICULATION NUMBER 13AB014603** under the supervision of Dr. Omotayo A. Adegbuyi and submitted to the Department of Business Management of the College of Management and Social Sciences, Covenant University, Ota

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## **DEDICATION**

I dedicate this research to the Almighty God the creator and the source of all things and also to my supervisor (Dr. Omotayo A. Adegbuyi) for his patience, understanding and leadership role through this journey.

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## ABSTRACT

*The outcomes of this study have widened the horizon of the general public on what really the concept of digital psychology is in the context of marketing professions and its influence on consumer purchasing decisions. The study was targeted at eliciting information from the respondents on the effects of digital psychology on consumer purchasing decisions with specific focus on Post graduate students in Covenant University. The rationale of this study is to ascertain if psychological innovation influences consumers' retention to a large extent; determine the extent to which influencer marketing influences customer acquisition; examine the influence of customer learning on product adoption (use); The study adopted the descriptive survey research design. The study relied mainly on the primary data methodology through the instrumentality of a well-structured questionnaires distributed across the studied area. Although, 171 copies of questionnaires were shared across the studied area, only 159 were returned and used for the analysis. Econometrically, the study was analyzed using the univariate analysis through the instrumentality of the Ordinary Least Square Estimation Technique. The result revealed that digital psychology vis-à-vis Psychological innovation, Influencer marketing, Customer learning, and Individual subjectivity exerted positive significance influence on customers' purchasing decisions- customer retention, customer acquisition, product adoption and customer advocacy. Consequently, the study concludes that digital psychology vis-à-vis Psychological innovation, Influencer marketing, Customer learning, and Individual subjectivity are instrumental to customers' purchasing decisions- customer retention, customer acquisition, product adoption and customer advocacy. As such, the study recommends that, there is need for Nigerian online market space to opt for Psychological innovation if they must retain their existing customers. Again, to acquire more customers; Nigerian online market spaces should hire Influencers that are highly competent. Lastly, to improve product adoption, Nigerian online market spaces must ensure that their customer learning processes are value packed.*

**Keywords:** *Digital Psychology, psychological innovation, influencer marketing, customer learning, and individual subjectivity, customer purchasing decisions, customer retention, customer acquisition, product adoption and customer advocacy.*