

**THE EFFECT OF PERSUASIVE STRATEGIES ON ONLINE
FASHION SHOPPERS' MOTIVATION TYPOLOGY**

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF
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SCIENCES, COLLEGE OF SCIENCE AND TECHNOLOGY,
COVENANT UNIVERSITY, OTA, OGUN STATE, NIGERIA**

MARCH, 2023

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of the degree of Master of Science in Management Information System in the Department of Computer and Information Sciences, College of Science and Technology, Covenant University, Ota, Nigeria.

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DECLARATION

I, **UZOR, CHRISTABEL NGOZI (20PCH02331)**, declare that this research was carried out by me under the supervision of Prof. Olufunke O. Oladipupo of the Department of Computer and Information Sciences, College of Science and Technology, 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.

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Signature and Date

WATERMARK

CERTIFICATION

We certify that this dissertation titled “**THE EFFECT OF PERSUASIVE STRATEGIES ON ONLINE FASHION SHOPPERS’ MOTIVATION TYPOLOGY**” is an original research work carried out by **UZOR, CHRISTABEL NGOZI (20PCH02331)** in the Department of Computer and Information Sciences, College of Science and Technology, Covenant University, Ota, Ogin State, Nigeria under the supervision of Prof Olufunke O. Oladipupo. We have examined and found this work acceptable as part of the requirements for the award of Master of Science (M.Sc.) in Management Information System.

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DEDICATION

I dedicate this work to the Almighty God, for His infinite wisdom, grace, and love over my life.

WATERMARK

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ABSTRACT

Over time, there has been a need to influence customers' purchasing behaviours on e-commerce platforms. However, e-commerce stores typically have little to no information regarding online shopping motivations that may impact their buying behaviour. As a result, there is a research gap in the field of e-commerce. Researchers suggest that to enhance the effectiveness of persuasive strategies, it is recommended to customize them for groups of individuals who share similar characteristics. This research aims to investigate the impact of Cialdini's six persuasive strategies: scarcity, authority, consensus, liking, reciprocity, and commitment on customers' shopping motivations. Specifically, the study seeks to determine how these strategies can be tailored to individual online fashion shoppers at Covenant University, considering their online shopping motivations. The study conducted a cluster analysis of survey data from 405 online fashion shoppers, resulting in three distinct shopper types: convenience shoppers, economic shoppers, and fashion enthusiasts. The study involved 391 online shoppers, and a research model was created using Partial Least Squares-Structural Equation Modelling (PLS-SEM) to investigate the relationship between the Cialdini persuasion strategies and shopper types. The results of the structural model indicate which persuasive strategy can influence e-commerce shopper typologies based on their shopping motivation. Scarcity, reciprocity, and commitment were found to strongly influence convenience shoppers, economic shoppers, and fashion enthusiasts, respectively. Liking and consensus were found to be strategies that can influence all shopper types. This study provides insight to e-commerce designers on how to customize and personalize their product designs to influence and satisfy various shoppers based on their shopping motivation, which can lead to increased sales and profit on their platforms.

Keywords: Cialdini Strategies; Online Shopping Motivation; Structural Equation Modelling