

**EFFECTS OF DIGITAL PSYCHOLOGY ON CONSUMER BEHAVIOUR
ONLINE BUYING BEHAVIOUR (A STUDY OF JUMIA)**

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JULY, 2023

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BY

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE
STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE AWARD OF MASTER OF SCIENCE (M.Sc.) DEGREE IN
MARKETING IN THE DEPARTMENT OF BUSINESS MANAGEMENT,
COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES, COVENANT
UNIVERSITY, OTA, OGUN STATE, NIGERIA**

JULY, 2023

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of Master of Science Degree in Marketing in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

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DECLARATION

I, **AKINLEKE, YETUNDE OMOLARA (21PAD02332)** declares that this research was carried out by me under the supervision of Dr. Taiye Borishade of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria. I attest that this 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.

AKINLEKE, YETUNDE OMOLARA

Signature and Date

CERTIFICATION

We certify that this dissertation titled “**EFFECTS OF DIGITAL PSCHOLOGY ON CONSUMER BEHAVIOUR ONLINE BUYING BEHAVIOUR (A STUDY OF JUMIA)**” is an original work carried out by **AKINLEKE YETUNDE OMOLARA (21PAD02332)** in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria, under the supervision of **Dr. Taiye Borishade**. We have examined and found this research work acceptable as part of the requirements for the award of Master of Science (M.Sc.) Degree in Marketing.

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DEDICATION

This research work is dedicated to God Almighty, my refuge and my portion, my source of inspiration, my wisdom, knowledge and understanding. He has been my strong pillar and strength all through this program.

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ABBREVIATIONS

ATTD – Attitude

PLAN – Persuasive Language

S.E. - Standard error

SEM - Structural equation modeling

SPSS – Statistical Package for Social Science

WEDU - Web Design/User Experience

ABSTRACT

The increasing use of digital psychology techniques in the online space has caused apprehension regarding their potential influence on consumer behaviour. The moderating effect of digital psychology on consumer online buying behaviour were examined in this study. The investigation was conducted in Jumia pick-up station, Federal Poly Ilaro. This investigation used the combination of descriptive and qualitative methodologies. The actual figure of the users of Jumia pick-up station, Federal Poly Ilaro could not be determined at the time of carrying out this research. Hence, the population is tagged as infinite, the researcher used a sample determination formula developed by Cochran (1977) for an infinite population. The Statistical Package for the Social Sciences (SPSS) Version 27 was utilized and in this study, regression analysis was conducted using Structural Equation Modelling (SEM) in Analysis of Moment Structures (AMOS) Version 26. The findings showed that web design/user experience, social proof, persuasive language and emotional trigger has a significant effect on consumer online buying behaviour. It can be concluded that businesses should prioritize web design and user experience of their e-commerce websites. E-commerce platforms should actively encourage and display customer reviews, ratings, and testimonials to leverage social proof by providing evidence of positive experiences from previous customers. E-commerce platforms should carefully craft persuasive language in their communication strategies. By emphasizing the benefits of products or services, creating a sense of urgency, and using compelling language, businesses can enhance consumers' behaviour to engage and make purchases. E-commerce platforms should also incorporate effective emotional triggers to enhance consumers' online buying behaviour. By utilizing emotionally engaging content, such as storytelling or appealing to consumers' aspirations, businesses can capture their attention and facilitate better information processing and retention.

Keywords: *Digital psychology, User experience, Attitudes, Consumer online buying behaviour*