

Digital Psychology and Consumer Purchasing Behavior: A Quantitative Analysis of Jumia Customers in Ilaro, Ogun State, Nigeria

Taiye Borishade*, Yetunde O. Akinleke & Oladele J. Kehinde

Department of Business Management, Covenant University, Ota, Ogun State

Abstract

The study seeks to examine the effect of digital psychology on consumer purchasing behavior among Jumia consumers in Ilaro, Ogun State, Nigeria. A descriptive survey research design was used in the study, whereby 384 respondents were administered structured questionnaires to collect data. In line with the objectives of the study, digital psychology was measured using two constructs: social proof and emotional trigger. Multiple regression analysis was used to examine the relationship between digital psychology and consumer purchasing behavior among Jumia consumers in Ilaro, Ogun State, Nigeria, using SPSS version 27 software. Results from the analysis show that digital psychology had a significant positive relationship with consumer purchasing behavior among Jumia consumers in Ilaro, Ogun State, Nigeria ($R = 0.703$, $R^2 = 0.495$, $p < 0.001$). Specifically, social proof ($\beta = 0.444$, $p < 0.001$) and emotional triggers ($\beta = 0.372$, $p < 0.001$) were significant predictors of consumer purchasing behavior among Jumia consumers in Ilaro, Ogun State, Nigeria. The research contributes to the digital marketing and consumer behavior literature by empirically validating digital psychology constructs within a Nigerian context. It offers a recommendation for digital retailers that states social proof and emotionally engaging content should be strategically integrated into consumer interactions.

Keywords: Consumer; Digital Psychology; Emotional Trigger; Purchasing Behavior; Social Proof; Customer Perception; Customer Learning.

How to Cite: Akinleke, Y.O., Borishade, T. & Kehinde, O.J. (2026) Digital Psychology and Buying Behavior of Jumia Customers in Ilaro, Ogun State, *Economics, Business and Management Science Journal*, 6(1) 2026: 106-111.

*E-mail: yetunde.akinlekepgs@stu.cu.edu.ng

ISSN 2775-3794 (Online)

INTRODUCTION

The significant developments in digital technology have significantly influenced business processes and interactions between consumers and firms across the globe. The expansion of electronic commerce has significantly changed the manner in which consumers search for information, make comparisons, and finally decide on their purchases (Verhagen et al., 2019; Solomon, 2021). In developing nations like Nigeria, digital platforms like Jumia have significantly changed the manner in which consumers access goods and services. In the face of increasing competition between e-retailers, understanding the psychological factors that influence consumer buying behavior in digital environments has become a significant imperative that can provide firms with long-term competitive advantage (Kotler et al., 2022).

Existing literature on marketing recognizes digital psychology as a significant paradigm that can explain consumer behavior in digital environments. Digital psychology refers to the use of psychological concepts to influence consumers' perceptions, emotions, and behaviors in digital environments (Hassanein & Head, 2017; Wang & Wang, 2020). Previous literature on digital environments established that digital cues play a significant role in determining consumers' behavior in virtual environments (Lee, 2020; Kim et al., 2021). However, most of the literature on digital environments focused on technological features, while little attention was given to psychological persuasion tools that influence consumers' behavior in e-commerce environments.

Some of the most important consumer response mechanisms that have been identified by digital psychology studies include social proof, as well as emotional triggers. Social proof is based on the social influence mechanism, where consumers seek to influence their purchasing decisions based on the opinions of others, especially under uncertain conditions (Cialdini, 2007; Chung & Zhao, 2019). Online reviews, ratings, and consumer testimonials are examples of informational factors that play a critical role in increasing consumer trust, thereby increasing the likelihood of purchase intention (Zhang & Benbasat, 2006; Xu et al., 2018; Lee & Chen, 2021). On the other hand, emotional triggers affect consumer response mechanisms, where consumers' decision-making is based on the emotional response to excitement, trust, or fear, thereby influencing perception, learning, and purchase intentions (Bagozzi et al., 2019; Berger & Milkman, 2012). Emotional triggers have been found to improve message recall, consumer engagement, and digital marketing environments (Jin et al., 2017; Zhou et al., 2020).

Despite the numerous studies that have been conducted globally on the influence of digital psychology on consumer response mechanisms, there is still a research gap on the influence of these psychological mechanisms on consumer buying behavior, especially in the context of developing economies such as Nigeria. Existing studies on digital psychology in Nigeria and Africa have mainly focused on website usability, consumer trust, technology adoption, while the influence of social proof and emotional triggers on consumer response mechanisms remains largely unexplored (Lee, 2019; Kim & Park, 2019). Furthermore, there is limited research that has been conducted on these constructs using quantitative models, especially in the context of sub-regional areas such as Ilaro, Ogun State, where infrastructure, cultural, and socio-economic factors may influence consumer response mechanisms to digital marketing environments (Solomon, 2021).

This study contributes to the existing body of knowledge by empirically investigating the influence of digital psychology, defined by social proof and emotional triggers, on consumer purchase behavior among Jumia shoppers in Ilaro, Ogun State, Nigeria. By adopting the Theory of Planned Behavior, which proposes that attitudes, subjective norms, and perceived behavioral control shape consumer behavioral intentions and subsequent actions (Ajzen, 2021), this investigation contributes to the field of digital psychology by including psychological persuasion elements in the assessment of consumer purchase behavior in a developing market. The findings of this investigation provide implications for theory development and practice, particularly for online marketers seeking to optimize their digital marketing campaigns to boost consumer engagement and purchase behavior in developing nations.

Objectives of the Study

The main objective of this study is to examine the influence of digital psychology on consumer buying behavior. The specific objectives are to;

1. Investigate the effect of social proof on the perception of online consumers of Jumia pick-up station, Federal Poly Ilaro.
2. Examine the effect of emotional trigger on the learning of online consumers of Jumia pick-up station, Federal Poly Ilaro.

Digital Psychology

Cyberpsychology, synonymous with digital psychology, explores the intersection of psychology and technology within the digital realm (Kim & Park, 2019). Crafting digital interfaces, products, and services that captivate users, influence their behaviors, and impact their emotions and thoughts necessitates the application of psychological principles and methodologies (Wang & Wang, 2020). While digital psychology holds promising potential, it raises significant issues that require careful consideration.

Ethical concerns surrounding the use of psychological techniques in the digital domain are a key area of focus (Nguyen et al., 2021). Persuasive strategies such as personalization, gamification, and behavioral nudges have the capacity to exploit user vulnerabilities and shape behavior (De Vries et al., 2022). Barrera, Garcia-Murillo, and Sanz-Blas (2020) highlight that personalized advertising based on personal data may pose privacy concerns and infringe upon consumers' freedom. Striking a balance between the benefits of digital psychology and ethical constraints is crucial to safeguard consumers' privacy and well-being (Ajzen, 2021).

Moreover, the effectiveness of digital psychology techniques in achieving their desired objectives is not always guaranteed (Ajzen & Fishbein, 2019). While certain persuasion techniques have demonstrated positive impacts on customer behavior, their efficacy may vary based on the situation and user group (Fogg, 2021). User responses to digital psychological interventions are influenced by factors such as cultural differences, individual traits, and the nature of the product or service (Tussyadiah & Fesenmaier, 2018). Therefore, a comprehensive understanding of user diversity and context-specific issues is essential to ensure the effectiveness and ethical use of digital psychological techniques (Chandon, Wansink & Laurent, 2000).

Concerns about the impact on individuals' well-being and mental health arise from the increasing reliance on digital platforms for social connections (Hagger et al., 2020). Excessive engagement in social media, online gaming, or other digital activities may contribute to issues such as addiction, social isolation, and cyberbullying (Kuss, Griffiths, & Binder, 2013). Digital psychology strategies aimed at maintaining user interest may inadvertently exacerbate these negative effects (Kim, Fiore & Lee, 2021). Given the potential risks associated with prolonged digital exposure, striking a balance between creating engaging experiences and promoting users' well-being is imperative (Kotler, Keller & Brady, 2022).

While there are great opportunities for improving user experiences and influencing customer behaviour, digital psychology also raises serious issues (Lee, 2020). To protect users from potential harm, ethical issues such as privacy, autonomy, and well-being must be carefully considered (Hassenzahl & Tractinsky, 2006). To assure the success of digital psychological techniques across a range of individuals and circumstances, extensive research on their effectiveness and contextual nuances is required (Smith *et al.*, 2022). To encourage inclusive and responsible practises, it is also important to take into account the potential effects on mental health and the digital divide (Solomon, 2021). Establishing strict rules and regulations that protect ethical standards in the field of digital psychology is crucial as technology continues to advance (Kim *et al.*, 2021).

Social Proof

Social proof is a psychological concept that describes people's propensity to model their own behaviour after the thoughts and behaviours of others (Chung & Zhao, 2019). It implies that individuals frequently assume that others' decisions and actions in ambiguous or uncertain circumstances represent the best course of action (Cialdini, 2007). Although social proof has been

extensively studied and applied to persuasive communication and marketing, it is crucial to critically assess its implications and constraints.

The ability of social proof to affect customer behaviour is one of its main advantages. Its efficiency in boosting buy intention and actual purchasing behaviour has been shown in numerous research (Van den Bergh, Dewitte, & Warlop, 2008; Lee & Chen, 2021). Marketers can utilise the persuasive power of social proof to influence future customers by exhibiting endorsements, user reviews, or the number of prior customers who have made purchases.

However, it is necessary to take into account the social proof's potential downsides and restrictions. The vulnerability to manipulation and the existence of skewed or fraudulent social proof are two problems (Lee & Chen, 2021). Indicators of social proof like online reviews and follower numbers have grown easier for businesses and people to falsify or manipulate in the digital age (Li, Wang, & Zhang, 2020). When such manipulations are exposed, it undermines the validity of social proof and might result in scepticism on the part of customers or even retaliation.

Furthermore, not all situations or people will respond to social proof in the same way. The resemblance of the reference group, the perceived level of knowledge of the individuals delivering the proof, or the cultural background of the intended audience can all have an impact on the impact of social proof (Bearden & Etzel, 1982; Lee & Chen, 2021). For instance, Lee and Chen's study from 2021 indicated that the more like and reliable the reference group was judged to be, the more of an impact social proof had on purchase intention. Another thing to think about is how social proof could encourage conformity and stifle personal choice. A "herd mentality" might result when people are prone to following the majority even when it contradicts their individual preferences or ideals (Goldstein, Cialdini, & Griskevicius, 2008). This can limit innovation and creativity and make it more difficult for customers to make free-will decisions that are well-informed.

Furthermore, in some product categories or decision-making scenarios, social proof might not always be applicable or relevant (Shneiderman, 2018). People may be less likely to prioritise social evidence when making decisions about goods or services that carry a significant level of personal or financial risk above other variables like product quality, safety, or professional guidance (Chung & Zhao, 2019). The impact of social proof may be minimal or even harmful in some circumstances.

Although social proof has the potential to be an effective technique for influencing consumer behaviour, it is crucial to consider its consequences and limitations (Saffer, 2019). The possibility of manipulation and the existence of skewed social proof necessitate greater openness and moral conduct in its application (Lazar, Feng & Hochheiser, 2017). Marketers need to grasp the contextual elements and individual characteristics that affect social proof's success in order to fully realise its potential (Fogg, 2021). People can make more independent and informed decisions if they are aware of the potential conformity and decision-making restrictions connected with social proof (Helsper & Reisdorf, 2019). Marketers and researchers can take advantage of social proof's advantages while addressing its drawbacks by critically analysing the idea (Barrera *et al.*, 2020). This will enable more responsible and efficient use of social influence in consumer behaviour (Lee, 2020).

Emotional Trigger

Marketing tactics and customer behaviour both heavily depend on emotional triggers (Wang & Wang, 2020). These triggers are stimuli that cause people to experience emotional reactions, affecting their thoughts, feelings, and ensuing behaviours (Lee, 2019). The capacity of emotional triggers to draw interest and produce a memorable experience is one of their primary characteristics. To build a strong connection with the audience, emotional advertising frequently arouse powerful feelings like joy, anxiety, or grief (Dolan, 2016). These triggers can promote brand recognition and message recall, which improves customer engagement and fosters positive brand attitudes (Berger & Milkman, 2012). For instance, uplifting ads during the holiday season can elicit warm feelings, producing a sense of nostalgia and goodwill for the brand.

Moreover, by appealing to consumers' goals, hopes, and anxieties, emotional triggers can affect decision-making. They influence customer attitudes and purchase intentions by appealing to psychological requirements including the need for security, status, or belonging (Bagozzi,

Gopinath, & Nyer, 2019). To appeal to consumers' demands for status and self-enhancement, for instance, luxury businesses frequently use emotional triggers to generate a sense of exclusivity (Vigneron & Johnson, 2017).

The possible risks and moral ramifications of exploiting emotional triggers in marketing must be taken into account, though. The exploitation of customer emotions for financial advantage is one issue. Advertisements that evoke strong emotions have the ability to violate moral limits by preying on people's weaknesses and sensitivities (Luce, 2019). Marketers need to strike a balance between fostering emotional bonds and honouring the autonomy and well-being of consumers. When emotional triggers are misused, the brand's reputation can suffer, and trust can be lost (Zhang, Duan, & Bao, 2019).

A further drawback of emotional triggers is their potential for having an immediate effect. The consequences on consumer behaviour over the long term might be more complex than the short-term ones, even if emotional responses might prompt rapid attention and engagement. According to Shapiro and Krishnan (2020), emotional triggers may not always result in long-term brand loyalty or recurrent purchases. Customer service, price, and the quality of the product all have a big impact on consumer choices. As a result, depending entirely on emotional triggers could leave out other important factors in how consumers make decisions. When using emotional triggers, one must also take into account cultural circumstances and individual variances. Individuals' emotional reactions can differ depending on their personal histories, cultural norms, and socioeconomic backgrounds (Verhoef et al., 2019). What stirs up good feelings in one ethnic group might not always ring true in another. In order to connect emotional triggers with various consumer categories, marketers must customise them and modify their strategies accordingly (Han, Hwang, & Heo, 2021).

A thorough understanding of consumers' emotional experiences is required to address these issues and maximise the use of emotional triggers. The identification of emotional triggers that are consistent with consumers' beliefs and preferences can be aided through market research, consumer insights, and rigorous testing (Schmitt & Rogers, 2018). Customer feedback and sentiment analysis can be used to gain insightful information on the potency of emotional triggers and to enable prompt adjustments and enhancements.

Consumer Behaviour

Consumer behaviour is a multifaceted notion that includes the investigation of people, groups, or organisations and the actions they do when choosing, paying for, utilising, or discarding goods, services, or concepts (Solomon, 2021). Consumer decision-making is influenced by a complex interaction of psychological, social, cultural, and situational elements (Hassenzahl, 2018). Businesses need to understand consumer behaviour in order to create efficient marketing campaigns and customise their products to suit customer demands and preferences (Fogg, 2021).

Consumer behaviour is fundamentally influenced by psychological considerations. Key psychological concepts that affect how consumers make decisions include motivation, perception, learning, and attitudes. According to Kotler et al. (2022) "motivation" is the internal drive or desire that prompts people to act, such as meeting needs or pursuing pleasure. The motivations of consumers might be intrinsic (like the need for self-expression) or extrinsic (like the need for social acceptance). Consumers' knowledge of goods, brands, and marketing messages are shaped through perception, which involves the interpretation and processing of sensory information (Solomon, 2021). Consumers learn through direct experience or observation, which aids in information acquisition and the development of preferences for particular goods or brands. Consumers' appraisal and decision-making are influenced by attitudes, which are developed through beliefs, sentiments, and behavioural patterns (Ajzen, 2021).

Consumer behaviour is also influenced by environmental conditions. A consumer's decisions may be influenced by the context in which they are made, such as the physical surroundings, time restraints, or social environment (Solomon, 2021). For instance, a buyer may choose to make a different purchase when shopping online versus in-person. Consumer behaviour and purchasing power are also impacted by economic factors as income, price, and financial restrictions (Lee,

2019). When developing their marketing plans and approaches, marketers must take these contextual aspects into account.

In conclusion, consumer behaviour is a broad notion that includes the investigation of people, groups, or organisations as well as the procedures they go through when choosing, acquiring, utilising, or discarding goods, services, or concepts (Lee, 2020). Consumer decision-making is influenced by psychological, social, cultural, and situational aspects. In order to create marketing strategies that work and satisfy customer requirements and preferences, organisations must have a solid understanding of consumer behaviour (Wood, 2019). Companies can create customised marketing strategies that resonate with their target audiences by acknowledging the different aspects that influence customer behaviour and utilising research insights (Solomon, 2021).

Theoretical Framework

This study is hinged on the theory of planned behavior (TPB). According to the TPB, three important variables—attitudes towards the behaviour, subjective standards, and perceived behavioural control—determine behavioural intentions (Ajzen, 1991). Subjective norms capture the felt social pressure to do or not perform the behaviour, while perceived behavioural control reflects an individual's confidence in their capacity to carry out the behaviour. Attitudes indicate an individual's favourable or negative opinion of the behaviour.

Consumers' attitudes towards the behaviour in the setting of digital psychology are influenced by a variety of digital cues and stimuli. Customers' perceptions of a specific good or service can be influenced by things like personalised marketing messages, product recommendations based on browsing history, and online reviews (Kim, Fiore, & Lee, 2021). Positive digital experiences can improve consumers' views towards digital channels and boost their purchase intentions (Chen, Yu, & Huang, 2020). Examples include easy website navigation and interesting social media content. Negative experiences, such as obtrusive advertising or security worries, on the other hand, might have a negative impact on attitudes and reduce purchase intentions (Lee, 2019).

In the context of digital psychology, the Theory of Planned Behaviour offers a useful paradigm for comprehending and forecasting consumer behaviour. Purchase intentions and ensuing consumer behaviour are greatly influenced by attitudes, subjective standards, and perceived behavioural control. It is possible to gain a deeper understanding of how digital cues and interventions affect these variables by applying the TPB to the effect of digital psychology on consumer behaviour. This provides marketers with knowledge they can use to effectively use digital platforms and strategies to influence consumers' purchase intentions and behaviour.

METHODOLOGY

This study adopted a descriptive survey research design, which was appropriate for exploring the relationships between variables and collecting quantitative data from a large target population in a natural setting. The research design also enabled the study of the effect of digital psychology on consumer purchasing behavior without changing the study environment.

The study was conducted around the Federal Polytechnic Ilaro, Ogun State, focusing on Jumia online shopping users. The area was selected based on the availability of a Jumia pick-up station, which facilitates the delivery and returns of products and consequently increases the engagement of users with the Jumia platform. The target population was the Jumia users within the Yewa South Local Government Area. Considering the lack of a database on the number of Jumia users within the area, the target population was considered to be infinite in number.

The sample size for this study was determined by Cochran's formula for an infinite population, resulting in a sample of 384 participants. The convenience sampling method was utilized in this study, taking advantage of the convenience of Jumia users in the selected area. Although convenience sampling has some limitations in ensuring a wider representation of participants, it is applicable in studies where accessing a population is challenging.

The data collection process for this research utilized a structured questionnaire, basing it on existing studies in digital psychology and consumer behavior. It had questions relating to social

proof, emotional trigger, and consumer buying behavior, with a five-point Likert scale from “Strongly Disagree” to “Strongly Agree.”

In order to ensure the reliability of the research instrument, the internal consistency of the instrument was established through the Cronbach Alpha reliability test. From the reliability results, it was established that the reliability of the instrument for the various constructs was satisfactory. That is, the reliability of the Social Proof construct was ($\alpha = 0.81$), the reliability of the Emotional Trigger construct was ($\alpha = 0.78$), and the reliability of the Consumer Buying Behavior construct was ($\alpha = 0.84$). All these values exceeded the minimum required level of 0.70, thus indicating the reliability of the instrument.

In analyzing the data, multiple regression analysis was used to examine the predictive significance of multiple independent variables on a single dependent variable. In doing so, the Statistical Package for Social Sciences (SPSS) version 27 was used. Before the analysis, the statistical assumptions of normality, linearity, and multicollinearity were established to be within the required limits. In the analysis, the effects of social proof and emotional trigger on consumer buying behavior were examined.

RESULTS AND DISCUSSION

In this section, the empirical findings of the research is presented and discussed. These findings were generated through a multiple regression analysis that aimed to evaluate the impact of digital psychology, including social proof and emotional triggers, on consumer buying habits as observed among Jumia customers within Ilaro, Ogun State.

Table 1: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .703 ^a | .495 | .491 | .43406 |

a. Predictors: (Constant), Emotional Trigger, Social Proof

Source: Extracted from SPSS Version 27

The results of regression analysis show that there is a strong correlation between digital psychology variables and consumer purchasing behavior, as confirmed by the multiple correlation coefficient value of $R = 0.703$. This shows that there is a substantial correlation between independent variables (social proof and emotional trigger) and the dependent variable (consumer purchasing behavior). Moreover, the coefficient of determination value of $R^2 = 0.495$ shows that 49.5% of consumer purchasing behavior is influenced by independent variables (social proof and emotional trigger). Additionally, the adjusted value of $R^2 = 0.491$ shows that the model is robust and reliable after adjusting for the number of predictors.

From a theoretical perspective, the results of the analysis are consistent with the Theory of Planned Behavior, which shows that behavioral outcomes are influenced by attitudinal and normative factors (Ajzen, 2021). In other words, in the context of this study, digital psychological factors in e-commerce platforms have a significant influence on consumers’ attitudes and perceived social norms.

Table 2: ANOVAa

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------|
| 1 | Regression | 54.804 | 2 | 27.402 | 145.441 | .000b |
| | Residual | 55.957 | 297 | .188 | | |
| | Total | 110.761 | 299 | | | |

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Emotional Trigger, Social Proof

The ANOVA analysis in the above table reveals that the regression model used in the analysis is statistically significant ($F = 145.441$, $p < 0.001$), which confirms the significance of the combined effect of social proof and emotional triggers in influencing the purchasing behavior of consumers.

Furthermore, the rejection of the null hypothesis also confirms the significance of the role of digital psychology in influencing the purchasing behavior of Jumia consumers.

These findings are in line with the previous studies that have emphasized the combined effect of psychological persuasion mechanisms in influencing the purchasing behavior of consumers in the digital space (Kim & Park, 2019; Verhagen et al., 2019). In addition, the present study adds strength to the ongoing debate in the digital marketing literature regarding the significance of psychological variables in comparison to technology-related variables in explaining the purchasing behavior of consumers in the digital space.

Table 3: Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|--|-------|------|
| | B | Std. Error | Beta | | | |
| 1 (Constant) | 1.171 | .159 | | | 7.370 | .000 |
| Social Proof | .381 | .041 | .444 | | 9.404 | .000 |
| Emotional Trigger | .320 | .041 | .372 | | 7.880 | .000 |

a. Dependent Variable: Consumer Buying Behavior

Table 3 provides the coefficients for the regression model, which includes Digital Psychology components (Social Proof and Emotional Trigger), in predicting Consumer Buying Behavior.

Effect of Social Proof on Consumer Buying Behavior

From the results of the regression analysis, social proof has a statistically significant and positive impact on consumer buying behavior ($\beta = 0.444$, $p < 0.001$). This implies that an increase in social proof leads to an increase in consumer buying behavior. Moreover, social proof has the strongest impact compared to the other independent variable. This result is also consistent with the subjective norm theory of planned behavior that argues that people's behaviors are influenced by social pressure and the views and opinions of other people (Ajzen, 2021).

In the context of digital markets where information asymmetry and risks are common, consumers usually rely on the views and opinions of other people. This result has also been empirically supported by Zhang and Benbasat (2006), Xu et al. (2018), and Lee and Chen (2021), who argued that online consumer reviews have a positive impact on consumer buying intentions. In the context of the Nigerian digital market where security risks and product quality concerns are common, social proof has a very important role in building consumer trust and reducing risks. From a managerial perspective, the result implies that companies operating in the digital market, such as Jumia, should encourage their customers to provide feedback and ratings as a way of enhancing consumer buying intentions.

Effect of Emotional Trigger on Consumer Buying Behavior

The results reveal that emotional triggers have a significant positive influence on consumer purchase behavior, as indicated by the regression coefficient $\beta = 0.372$, $p < 0.001$. This implies that emotionally attractive digital content, such as persuasive narratives, images, and personalized communications, has a positive influence on consumers' purchase behavior.

This result is in line with the affective theories of consumer behavior, which argue that emotions are critical factors in the perception, learning, and decision-making processes of consumers (Bagozzi et al., 2019). According to the Theory of Planned Behavior, consumers' attitudes toward online shopping platforms, which are influenced by emotional triggers, determine purchase behavior.

This result is also in line with Berger and Milkman (2012), Jin et al. (2017), and Zhou et al. (2020), who showed that emotionally attractive digital content enhances message recall, consumer engagement, and purchase intention in digital platforms. In the context of Jumia consumers in Ilaro, Nigeria, the study has shown that emotional triggers enhance learners' experiences and emotional bonds with the online shopping platforms, thereby enhancing purchase behavior.

Practically, the study has shown that online retailers should develop emotionally attractive marketing content that speaks to consumers' aspirations, trust, and belonging. However, it is important to note that ethical considerations should be made to avoid manipulative marketing approaches that may negatively influence consumers' trust.

Theoretical and Practical Implications

The findings of this research make a significant contribution to the field of digital psychology and consumer behavior, as they empirically validate social proof and emotional triggers as significant predictors of consumer purchasing behavior in a developing economy setting. This research further supports the relevance of the Theory of Planned Behavior in explaining consumer online behavior by demonstrating the role of digital psychological factors in shaping attitudes and normative beliefs. From a pragmatic perspective, this research provides valuable implications for e-business organizations in Nigeria and other similar developing economies. By integrating social proof and emotionally engaging features in their online platforms, businesses can increase consumer assurance and motivate purchasing behaviors.

CONCLUSION AND RECOMMENDATIONS

In this paper, the impact of digital psychology on the purchasing behavior of consumers of Jumia products in Ilaro, Ogun State, Nigeria, was examined with specific reference to social proof and emotional triggers. The findings of the paper show robust empirical support for the impact of digital psychology on the buying behavior of consumers in an emerging economy. Both social proof and emotional triggers have a positive and statistically significant impact on the buying behavior of consumers.

From a theoretical point of view, the paper contributes to the existing literature in the field of digital marketing and consumer behavior by adapting the theory of planned behavior in the context of digital commerce in an emerging economy. In the paper, the concept of digital psychology, as reflected in social proof and emotional triggers, has been used to show how the attitudes and subjective norms of consumers lead to a change in purchasing behavior.

With regard to the applicability of the study, the findings hold significant implications for e-commerce companies and digital marketing practitioners. Online stores, such as Jumia, are recommended to utilize strategies that involve the implementation of mechanisms such as consumer reviews, ratings, and testimonials to improve consumer trust and lower the risks associated with shopping on the website. Secondly, emotionally stimulating content, including storytelling, imagery, and consumer messaging, can also be used to evoke positive emotions and improve consumer learning and engagement. However, the use of emotional appeals should not compromise consumer trust and ethics.

Despite the significance and contributions of the study, there are some limitations associated with the research study. Firstly, the study targeted Jumia consumers in Ilaro, Ogun State, Nigeria, and this might limit the applicability of the study to a wider geographic location and e-commerce companies. Secondly, the study design used by the author does not allow the observation of consumer behavior over time, as the study was conducted using a cross-sectional survey design. Finally, the study was based on two dimensions of digital psychology, and the author ignored other factors that might influence consumer behavior, including scarcity, personalization, and consumer risk perception.

Given these limitations, future studies should extend the scope of analysis to cover various e-commerce sites and geographic regions. Another research design, longitudinal studies, could provide valuable findings about the influence of digital psychological elements on consumer behavior. Future studies could include other aspects of digital psychology, in addition to including mixed-method designs to provide more in-depth consumer research findings.

REFERENCES

Ajzen, I. (2021). The theory of planned behavior: A review of its applications to health-related behaviors. *American Journal of Health Promotion*, 35(4), 532-542. doi:10.1177/0890117120984071



- Ajzen, I., & Fishbein, M. (2019). *Predicting and changing behavior: The reasoned action approach*. Routledge.
- Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (2019). The role of emotions in marketing. *Journal of the Academy of Marketing Science*, 47(2), 187-196.
- Barrera, A., Garcia-Murillo, M., & Sanz-Blas, S. (2020). Internet privacy concerns: A multidimensional research approach. *Information Systems Research*, 31(4), 1185-1207. doi:10.1287/isre.2020.0931.
- Bearden, W. O., & Etzel, M. J. (1982). Reference group influence on product and brand purchase decisions. *Journal of Consumer Research*, 9(2), 183-194. doi:10.1086/208911
- Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192-205. doi:10.1509/jmr.10.0353.
- Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64(4), 65-81. doi:10.1177/002224299006400405.
- Chaudhuri, A., & Holbrook, M. B. (2019). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 83(4), 1-24.
- Chen, Y., Huang, W., & Chang, C. (2020). The effects of consumers' online shopping attitudes on purchase intentions and behavior. *Journal of Retailing and Consumer Services*, 57, 102195. doi:10.1016/j.jretconser.2020.102195.
- Cheung, C. M., & Lee, M. K. (2010). A theoretical model of intentional social action in online social networks. *Decision Support Systems*, 49(1), 24-30. doi: 10.1016/j.dss.2009.11.008.
- Chitturi, R., Raghunathan, R., & Mahajan, V. (2008). Form versus function: How the intensities of specific emotions evoked in functional versus hedonic trade-offs mediate product preferences. *Journal of Marketing Research*, 45(3), 281-291.
- Chung, S., & Zhao, X. (2019). The impact of social information on purchase intention in online markets. *Journal of Retailing and Consumer Services*, 46, 75-84. doi:10.1016/j.jretconser.2018.10.005.
- Cialdini, R. B. (2001). *Influence: Science and practice (Vol. 4)*. Boston, MA: Allyn & Bacon.
- Cialdini, R. B. (2007). *Influence: The psychology of persuasion*. Harper Business.
- De Vries, L., Gensler, S., & Leeflang, P. S. (2022). Effects of traditional advertising and social media on brand switching: A meta-analysis. *Journal of the Academy of Marketing Science*, 50(1), 119-137. doi:10.1007/s11747-021-00844-0.
- Dholakia, U. M., Rindfleisch, A., & Zhao, M. (2020). Emotional contagion and social influence in online markets. *Journal of Marketing Research*, 57(3), 477-494.
- Dolan, R. J. (2016). Emotion, cognition, and behavior. *Science*, 298(5596), 1191-1194. doi:10.1126/science.1076358.
- Fogg, B. J. (2021). *Persuasive technology: Using computers to change what we think and do*. Morgan Kaufmann.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2020). The impact of COVID-19 on consumer behavior: An empirical study on data from social media. *Journal of Retailing and Consumer Services*, 62, 102-110.
- Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research*, 35(3), 472-482. doi:10.1086/586910.
- Hagger, M. S., Chatzisarantis, N. L., & Harris, J. (2020). From psychological need satisfaction to intentional behavior: Testing a motivational sequence in two behavioral contexts. *Personality and Social Psychology Bulletin*, 46(5), 786-798. doi:10.1177/0146167220920621.
- Han, H., Hwang, J., & Heo, C. Y. (2021). The impact of emotional experience and cognitive appraisal on emotional labor and customer citizenship behavior. *Journal of Hospitality Marketing & Management*, 30(4), 388-406. doi:10.1080/19368623.2020.1730134.
- Hassanein, K., & Head, M. (2017). *Digital psychology: The science of online behavior*. Routledge.
- Hassenzahl, M. (2018). User experience (UX): Towards an experiential perspective on product quality. In P. L. Patrick (Ed.), *Encyclopedia of Human-Computer Interaction (2nd Ed.)*. doi:10.1007/978-3-642-27736-5_233-2.
- Hassenzahl, M., & Tractinsky, N. (2006). User experience—A research agenda. *Behaviour & Information Technology*, 25(2), 91-97. doi:10.1080/01449290500330331.
- Helsper, E. J., & Reisdorf, B. C. (2019). The emergence of a "digital underclass" in Great Britain and Sweden: Changing reasons for digital exclusion. *New Media & Society*, 21(7), 1546-1564. doi:10.1177/1461444818818478.
- Jin, X. L., Liu, C., & Phua, J. (2017). Effects of advertising-evoked vicarious nostalgia on consumer attitudes and purchase intention. *Journal of Business Research*, 74, 70-76.
- Kim, H., Fiore, A. M., & Lee, H. (2021). Influence of purchase intention on consumer willingness to adopt augmented reality mobile shopping applications. *Journal of Interactive Marketing*, 55, 1-17. doi:10.1016/j.intmar.2021.01.002.

- Kim, J., & Moon, J. (2018). Antecedents of consumer purchase intention in an online context: The roles of website emotional appeal, self-congruity, and website usability. *Journal of Research in Interactive Marketing*, 12(4), 495-511. doi:10.1108/JRIM-09-2017-0095.
- Kim, J., & Park, J. W. (2019). The influence of social media users' gratification and social support on loyalty: Focusing on YouTube. *Computers in Human Behavior*, 92, 276-283. doi:10.1016/j.chb.2018.11.019.
- Kotler, P., Keller, K. L., & Brady, M. (2022). *Marketing management*. Pearson.
- Kuss, D. J., Griffiths, M. D., & Binder, J. F. (2013). Internet addiction in students: Prevalence and risk factors. *Computers in Human Behavior*, 29(3), 959-966. doi:10.1016/j.chb.2012.12.024.
- Lazar, J., Feng, J. H., & Hochheiser, H. (2017). *Research methods in human-computer interaction*. Morgan Kaufmann.
- Lee, C. C., & Chen, C. Y. (2021). The effect of social proof on purchase intention: The mediating role of trust and the moderating role of brand equity. *Journal of Business Research*, 135, 606-614. doi:10.1016/j.jbusres.2021.02.040.
- Lee, D. (2020). The role of perceived usability, perceived aesthetics, and perceived trust in online consumer behavior. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 143. doi:10.3390/joitmc6040143.
- Lee, E. J. (2019). Modeling perceived risk: Consumer online shopping behavior in Korea. *Journal of Global Fashion Marketing*, 10(1), 1-15. doi:10.1080/20932685.2019.1573223.
- Li, C., Wang, X., & Zhang, H. (2020). Designing persuasive online recommendation systems: A review of theory and practice. *Decision Support Systems*, 134, 113309. doi:10.1016/j.dss.2020.113309.
- Liu, Y., Li, H., & Hu, F. (2018). How does self-construal moderate consumers' negative emotion and purchase intention following CSR failures? *Journal of Business Ethics*, 151(3), 645-660.
- Luce, R. A. (2019). Exploiting or supporting? The effects of emotional advertising. *Journal of Business Ethics*, 157(2), 461-473. doi:10.1007/s10551-017-3634-5.
- Monga, A. B., Deshpande, S. P., & Biswas, A. (2021). Don't worry, be positive! The effects of consumer emotional contagion on online brand evaluations. *Journal of Business Research*, 132, 1-11.
- Saffer, D. (2019). *Designing for interaction: Creating innovative applications and devices (3rd Ed.)*. Pearson.
- Schmitt, B. H., & Rogers, D. L. (2018). *Handbook on the neuroscience of business and economics*. Edward Elgar Publishing.
- Shapiro, S., & Krishnan, H. S. (2020). Advertising strategy in the age of big data. *Journal of Marketing*, 84(1), 61-78. doi:10.1177/0022242919879819.
- Shneiderman, B. (2018). *Designing the user interface: Strategies for effective human-computer interaction (6th Ed.)*. Pearson.
- Smith, A. B., Johnson, C. D., Thompson, L., & Davis, R. (2022). The impact of persuasive language on consumer purchase intention: A systematic review. *Journal of Consumer Psychology*, 32(1), 123-145. doi:10.1016/j.jcps.2021.05.001.
- Smith, A., & Johnson, L. (2018). The influence of attitudes towards environmental sustainability on consumer behavior. *Journal of Environmental Psychology*, 57, 1-7. doi:10.1016/j.jenvp.2018.06.002.
- Solomon, M. R. (2021). *Consumer behavior: Buying, having, and being*. Pearson.
- Statista. (2021). *Worldwide Retail Ecommerce Sales Will Reach \$4.9 Trillion in 2021*. Retrieved from <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>.
- Tussyadiah, I. P., & Fesenmaier, D. R. (2018). Mediating tourist experiences: Access to places via shared videos. *Annals of Tourism Research*, 73, 147-159. doi:10.1016/j.annals.2018.05.008.
- Van den Bergh, B., Dewitte, S., & Warlop, L. (2008). Bikinis instigate generalized impatience in intertemporal choice. *Journal of Marketing Research*, 45(3), 372-382. doi:10.1509/jmkr.45.3.372.
- Verhagen, T., van der Heijden, H., Keeling, D. I., & Wetzels, M. (2019). Digital customer experience: A conceptual framework. *Journal of Marketing*, 83(6), 24-42. doi:10.1177/0022242919865705.
- Verhoef, P. C., Reinartz, W. J., & Krafft, M. (2019). Customer engagement as a new perspective in customer management. *Journal of Service Research*, 22(1), 3-21. doi:10.1177/1094670518819368.
- Vigneron, F., & Johnson, L. W. (2017). The role of aesthetics in consumer behavior. *Journal of the Academy of Marketing Science*, 45(3), 419-428. doi:10.1007/s11747-017-0535-0
- Wang, D., & Wang, Y. (2020). Examining the impact of personalized online shopping experiences on cross-channel shopping behavior. *Journal of Interactive Marketing*, 51, 102-116. doi:10.1016/j.intmar.2020.04.001.
- Wood, W. (2019). Habit in personality and social psychology. *Personality and Social Psychology Review*, 23(3), 277-297. doi:10.1177/1088868318786745
- Xu, J., Zhang, Z., Zhang, W., & Zhang, Y. (2018). When consumer reviews meet social influence: Review usefulness and product sales. *Decision Support Systems*, 106, 15-27.



- Zhang, P., & Benbasat, I. (2006). Trust in online consumer reviews: A framework for evaluation and design. *Journal of the Association for Information Systems, 7*(12), 799-813. doi: 10.17705/1jais.00133.
- Zhang, Y., & Chen, J. V. (2019). Understanding the effects of intrinsic and extrinsic motivations on consumers' intention to purchase green products. *Journal of Cleaner Production, 229*, 1083-1093.
- Zhang, Y., Duan, Y., & Bao, Y. (2019). The effects of emotional appeals in online advertising. *Journal of Interactive Marketing, 47*, 72-85. doi:10.1016/j.intmar.2019.03.001.
- Zhou, R., Fong, E., & Zhao, X. (2020). Emotion regulation in advertising: A meta-analysis. *Journal of Advertising, 49*(3), 289-306.

