

Consumer Emotions and Online Purchase Behaviour Among Amazon Subscribers in Lagos, Nigeria

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Abstract: *The impact of consumer emotions and trust on online purchasing behaviour among Amazon subscribers in Lagos, Nigeria, was investigated in this seminar paper. Motivated by the increasing need to comprehend emotional drivers in e-commerce, especially in emerging nations, the study concentrated on three fundamental constructs: trust, good emotions, and negative emotions. The Theory of Planned Behaviour, Cognitive Appraisal Theory, and the Stimulus-Organism-Response (S-O-R) framework served as the foundation for the study. Targeting 461 Amazon subscribers, a descriptive survey design was used, and SPSS version 26 was used to analyse the 405 valid replies (87.9% effective response rate). The suggested theories were tested using multiple regression analysis, correlation, and descriptive statistics. The results showed that while negative emotions ($\beta = -0.218$, $p < 0.001$) had a substantial detrimental impact, good emotions ($\beta = 0.296$, $p < 0.001$) and trust ($\beta = 0.383$, $p < 0.001$) considerably and positively influenced online buying behaviour. When taken as a whole, these variables accounted for 54.9% of the variation in purchasing behaviour ($R^2 = 0.549$), with trust being the most powerful predictor. In order to maximise conversion rates, e-commerce platforms should implement integrated methods that improve positive experiences, lower customer fear, and bolster trust, according to the study's conclusion that emotional involvement and trust are crucial to online purchasing decisions.*

Keywords: Consumer emotions, online purchase behaviour, Amazon, e-commerce, positive emotions, negative emotions, trust, digital consumer psychology

INTRODUCTION

The digital transformation of retail has fundamentally altered the landscape of consumer behaviour, with e-commerce platforms like Amazon becoming integral to modern shopping experiences. In contrast to traditional brick-and-mortar buying, online purchasing behaviour takes place in a setting where customers are unable to physically interact with things, making psychological and emotional aspects especially important when making decisions. Consumer behaviour is greatly influenced by emotions, which have an impact on everything from final purchase decisions to product appraisal (Laato et al., 2020). customer psychology research has shown that emotions play a major role in influencing customer decisions rather than being purely incidental to rational decision-making.

Emotions play a much more important role in influencing purchasing behaviour in the context of online shopping, when sensory experiences are reduced and uncertainty is increased (Pappas et al., 2023). Customer psychology research has shown that emotions play a major role in influencing customer decisions rather than being purely incidental to rational decision-making. Emotions play a much more important role in influencing purchasing behaviour in the context of online shopping, where sensory experiences are limited and uncertainty is heightened, emotions become even more critical in guiding purchase behaviour (Pappas et al., 2023). Customers' impressions of online buying experiences can be improved by positive emotions like joy and excitement, which can result in longer browsing sessions, more purchase intents, and higher levels of customer loyalty (Islam et al., 2021). On the other hand, negative feelings like anxiety, which can result from worries about the quality of the product, the dependability of the delivery, or the security of the payment, might prevent people from making purchases and cause them to abandon their carts (Chopdar & Balakrishnan, 2020). Furthermore, trust acts as a fundamental emotional state that mediates the connection between platform features and consumer behaviour, especially in settings where private and financial information is shared (Aw et al., 2021).

Even though there has been a lot of research on customer emotions in typical retail settings, more research is necessary to fully understand the unique dynamics of how emotions affect Amazon members' purchasing decisions. Compared to other e-commerce platforms, Amazon's distinctive ecosystem—which is defined by features like one-click purchasing, personalised recommendations, customer reviews, and Prime membership benefits—creates a unique emotional environment that may influence purchasing patterns differently (Iyer et al., 2020). This study addresses this gap by examining the emotional antecedents of online purchase behaviour specifically within the Amazon subscriber context. Understanding these relationships is essential for both theoretical advancement in consumer behaviour research and practical applications in digital marketing and e-commerce strategy (Verhagen et al., 2019). The broad objective of this study is to investigate Consumer Emotions and Online Purchase Behaviour among Amazon subscribers in Lagos, Nigeria. The specific objectives are to examine the impact of positive emotions, negative emotions and trust on online purchase behaviour among Amazon subscribers in Lagos, Nigeria.

Based on the theoretical framework and review of existing literature, the following hypotheses are proposed:

H₀₁: Positive emotions has no significant effect on online purchase behaviour among Amazon subscribers in Lagos, Nigeria.

H₀₂: Negative emotions has no significant effect on online purchase behaviour among Amazon subscribers in Lagos, Nigeria

H₀₃: Trust has no significant effect on online purchase behaviour among Amazon subscribers in Lagos, Nigeria.

LITERATURE REVIEW

Conceptual Clarification

Online Purchase Behaviour

The process by which customers make purchases in digital environments is referred to as "online purchase behaviour," and it includes everything from information search to post-purchase evaluation (Aw et al., 2021). The lack of in-person product examination, reliance on digital interfaces, and delayed gratification are some of the unique characteristics of e-commerce that set it apart from traditional retail (Sharma & Klein, 2020). Online purchase behaviour comprises several dimensions including purchase intention, purchase frequency, purchase amount, and repeat purchase behaviour (Li & Fang, 2019). Purchase frequency is the frequency of purchases made within a specific time period, whereas purchase intention is the probability that a customer will make an online purchase. According to Chopdar and Balakrishnan (2020), recurrent purchase behaviour signifies customer loyalty and pleasure with the online platform, whereas purchase amount relates to the monetary worth of transactions.

Platform-specific features including Prime membership advantages, one-click ordering, personalised recommendations, and customer review systems have an impact on Amazon subscribers' online purchasing habits (Iyer et al., 2020). Compared to other e-commerce platforms, these characteristics produce a distinctive shopping environment that influences customers' decision-making processes. Examining the cognitive and affective elements that influence customer behaviour in digital markets is necessary to comprehend online buying behaviour (Pappas et al., 2023).

Positive Emotions

In consumer behaviour research, pleasurable affective states that improve wellbeing and inspire approach behaviour are referred to as positive emotions (Laato et al., 2020). Positive emotions in the context of online purchasing include sentiments that customers feel when interacting with e-commerce platforms, such as pleasure, joy, excitement, contentment, and enjoyment (Islam et al., 2021). A variety of factors, such as appealing website design, a smooth user experience, product discovery, promotional offers, and successful transactions, might elicit these feelings. The broaden-and-build theory of positive emotions suggests that positive affective states expand individuals' thought-action repertoires and build enduring personal resources (Fredrickson, 2001, as cited in Wang et al., 2019). Positive feelings extend consumers' attention in the context of e-commerce, increasing their receptivity to product information and willingness to investigate other options (Pappas et al., 2023). Additionally, positive emotions improve memory encoding, which increases the likelihood of return visits and purchases and makes shopping experiences more memorable.

Research distinguishes between different types of positive emotions in online shopping contexts. While excitement refers to arousal and stimulation related to product discovery and purchase anticipation, pleasure refers to the overall enjoyment obtained from the shopping experience (Verhagen et al., 2019). According to Chen and Lin (2018), these feelings contribute

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to flow states in which customers lose sight of time, become completely absorbed in the purchasing process, and derive intrinsic pleasure from the action itself. Amazon's platform design integrates various components meant to evoke happy emotions, including tailored product suggestions, deal notifications, gamified elements like Lightning Deals, and the rapid satisfaction associated with Prime delivery (Iyer et al., 2020). Understanding how these good sentiments transfer into real purchase behaviour among Amazon members is vital for boosting customer experience and conversion rates.

Negative Emotions

Negative emotions encompass unpleasant affective states that signal potential threats or problems and typically motivate avoidance behaviour (Laato et al., 2020). In online shopping contexts, negative emotions include anxiety, fear, frustration, disappointment, and regret that consumers may experience before, during, or after the purchase process (Chopdar & Balakrishnan, 2020). These emotions can arise from various sources including website usability issues, payment security concerns, product uncertainty, delivery worries, and anticipated post-purchase problems. Anxiety represents one of the most significant negative emotions in e-commerce contexts, characterized by feelings of worry, nervousness, and apprehension about potential negative outcomes (Tran & Strutton, 2020). Online shopping anxiety can stem from multiple sources: performance anxiety related to using technology, financial anxiety about payment security, product anxiety regarding quality and authenticity, delivery anxiety concerning timeliness and reliability, and privacy anxiety about data protection (Chopdar & Balakrishnan, 2020).

The uncertainty inherent in online shopping—where consumers cannot physically inspect products before purchase—creates conditions conducive to negative emotions (Sharma & Klein, 2020). This uncertainty is compounded by information asymmetry between sellers and buyers, where sellers possess complete knowledge about products while buyers must rely on descriptions, images, and reviews. When consumers perceive high risk in online transactions, negative emotions intensify and can create significant barriers to purchase completion (Aw et al., 2021). Research indicates that negative emotions have asymmetric effects compared to positive emotions, with negative experiences having stronger and more lasting impacts on consumer behaviour (Laato et al., 2020). A single negative experience can override multiple positive experiences, leading to platform abandonment and negative word-of-mouth. For Amazon subscribers, negative emotions might arise from issues such as counterfeit products, delivery delays, difficult return processes, or poor customer service, all of which can significantly impact purchase behaviour (Li & Fang, 2019).

Trust

Customers' readiness to be vulnerable to online sellers based on favourable perceptions of their behaviour is referred to as trust in e-commerce (Aw et al., 2021). According to Ponte et al. (2015), as cited in Sharma & Jhamb (2020), it is a psychological condition of accepting vulnerability based on expectations of another party's intentions. Trust becomes a crucial factor affecting consumer decisions in online environments when in-person interaction is lacking and transaction risks are increased. Online trust is multifaceted and includes behavioural, emotive, and cognitive elements. Cognitive trust entails logical evaluations of skill, dependability, and honesty (Shareef et al., 2018). While behavioural trust shows itself in behaviours like

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exchanging information, making purchases, and repeating transactions, affective trust demonstrates emotional ties and confidence in the connection beyond rational judgement (Ponte et al., 2015, as referenced in Sharma & Jhamb, 2020). When it comes to online shopping, trust can be directed towards a variety of entities: platform trust is the belief in the security, dependability, and usability of the website or app (Aw et al., 2021); vendor trust is the belief in sellers, particularly in marketplace models such as Amazon; and product trust is the belief in authenticity, quality, and accurate representation (Sharma & Jhamb, 2020).

Building trust in e-commerce environments is influenced by a number of things. Social proof is provided by reputation signals including ratings, reviews, and brand awareness (Li & Fang, 2019). Perceived risk is decreased by structural guarantees including safe payments, return procedures, and buyer protection (Shareef et al., 2018). Experiential trust is developed through successful interactions in the past. High levels of trust are fostered by Amazon's long operational history, thorough reviews, A-to-Z guarantee, and brand recognition (Iyer et al., 2020). Trust serves as both an emotional state and cognitive evaluation mediating platform characteristics and purchase behavior. When consumers trust an e-commerce platform, they experience reduced anxiety, greater willingness to share information, and stronger purchase intentions (Aw et al., 2021). Understanding trust among Amazon subscribers is crucial, as it must extend to both the platform and its diverse third-party sellers.

Theoretical Review

Stimulus-Organism-Response (S-O-R) Theory

The S-O-R framework (Mehrabian & Russell, 1974) describes how internal states are influenced by environmental stimuli and subsequently drive behavioural responses. Purchase intentions are shaped by cognitive and affective responses triggered by online purchasing stimuli such product presentation, website design, and promotional offers (Pappas et al., 2023). While negative stimuli like difficult checkout procedures can cause anxiety and cart abandonment, positive stimuli like tailored recommendations may arouse enthusiasm and result in purchases (Chopdar & Balakrishnan, 2020). The model emphasises the interaction between emotional experience and logical assessment, which makes it especially pertinent to Amazon customers whose choices are influenced by platform-specific characteristics.

Theory of Planned Behaviour (TPB)

TPB, attitudes, subjective norms, and perceived behavioural control all have an impact on intention, which in turn drives behaviour. Emotional experiences influence attitudes towards online shopping in e-commerce; favourable attitudes are fostered by pleasant emotions, whilst purchase intentions are discouraged by negative emotions (Li & Fang, 2019). Social proof—such as customer feedback and emotional expressions—influences subjective norms (Shareef et al., 2019). Confidence in finishing transactions is reflected in perceived behavioural control, which is enhanced by trust and diminished by worry (Chopdar & Balakrishnan, 2020). A thorough lens for comprehending how trust and affect influence Amazon subscribers' purchasing behaviour is provided by including emotions into TPB.

Affective Events Theory (AET)

According to AET certain situations set off emotional responses that have a direct impact on behaviour. Positive experiences in online buying, such discounts, easy checkout processes, or quick delivery, create happiness and contentment and frequently result in impulsive purchases (Islam et al., 2021). On the other hand, unfavourable occurrences like unsuccessful payments or delayed deliveries cause annoyance and avoidance behaviour (Laato et al., 2020). Lightning Deals and one-click shopping are examples of pleasant affective experiences that Amazon's ecosystem purposefully produces to take advantage of fleeting feelings before logical thought takes place. Both the immediate purchasing decisions and the long-term effects of bad encounters on customer loyalty are explained by AET.

Cognitive Appraisal Theory

Cognitive Appraisal Theory, emotions result from people's assessments of environmental cues in relation to their objectives and coping mechanisms. Online shoppers evaluate whether coping resources are adequate (e.g., safe payments, dependable returns) and whether platform features help achieve goals (e.g., locating products readily) (Tran & Strutton, 2020). Threat evaluations, such as worries about product legitimacy or delivery dependability, cause worry, but positive appraisals elicit feelings like satisfaction. By encouraging favourable evaluations of platform competency and integrity, trust plays a crucial role in lowering perceived risk and boosting confidence (Aw et al., 2021). Repeatedly favourable reviews increase trust and reduce fear among Amazon subscribers, which reinforces their purchasing behaviour.

Empirical Review

Positive Emotions and Online Purchase Behaviour

Positive emotions considerably improve online buying behaviour, according to empirical research. According to Wang et al. (2019), the association between platform features and outcomes was mediated by pleasure and excitement, which also enhanced purchase intentions. Positive emotions increased long-term loyalty and purchase frequency, according to Islam et al. (2021), with emotionally invested customers exhibiting better lifetime value. Amazon's mobile features, like personalised suggestions and easy checkout, were identified by Iyer et al. (2020) as drivers of emotional happiness, which significantly influenced repurchase intentions. Positive emotions were found in all high-engagement purchase configurations, according to Pappas et al. (2023), highlighting their importance for the best possible consumer behaviour. Chen and Lin (2018) showed that flow moods, which are motivated by excitement and enjoyment, led to longer browsing sessions and impulsive purchases. Additionally, Verhagen et al. (2019) demonstrated that positive emotions produced by design elements that created a local presence fully influenced purchase intentions. When taken as a whole, these results highlight the importance of happy emotions in both immediate purchase decisions and long-term customer loyalty.

Negative Emotions and Online Purchase Behaviour

The inhibiting effect of negative emotions is also shown by research. During the COVID-19 pandemic, Laato et al. (2020) discovered that fear decreased purchase intentions for non-necessary products while increased essential purchases, demonstrating context-dependent

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effects. According to Chopdar & Balakrishnan (2020), in mobile commerce, irritation and anxiety reduced buy intentions and increased cart abandonment. According to Tran and Strutton (2020), there are several types of online buying anxiety that cumulatively erode customer confidence, including performance, financial, product, delivery, and privacy. According to Sharma and Klein (2020), information asymmetry and ambiguity exacerbate unpleasant feelings and deter purchasing. According to Aw et al. (2021), trust lessens perceived danger, which lessens these impacts. Counterfeit goods, delayed deliveries, or inadequate return procedures frequently cause unpleasant feelings in Amazon subscribers, which can overshadow favourable experiences and result in platform avoidance. Overall, research indicates that negative emotions have more powerful and enduring effects than positive ones, making them important deterrents to consumer action.

Trust and Online Purchase Behaviour

It has been consistently shown that trust has a substantial impact on online shopping behaviour. Aw et al. (2021) found that trust was a major factor in purchase intents, indicating its significance as a precondition in uncertain digital environments. By showing that trust in AI-powered recommendations increased purchase frequency and order value, Sharma and Jhamb (2020) illustrated how trust reduces cognitive effort and streamlines transactions. Shareef et al. (2018) assert that trust is a complex concept with behavioural, emotional, and cognitive components. By lowering perceived risk, it mediates platform features and consumer behaviour. Similarly, Ponte et al. (2020) shown that shifting trust in influencers to platforms and products might boost purchase intentions. Li and Fang (2019) found that customer reviews are powerful trust signals that account for a significant variation in conversion rates, especially for new users. Kim and Kim (2021) distinguished between institutional trust (platform assurances) and interpersonal trust (seller reputation), both of which independently influenced purchase behaviour. Finally, Shareef et al. (2019) showed how regular positive transactions boost order values, customer lifetime value, and buy frequency by fostering confidence. Generally speaking, trust reduces customer fear and boosts loyalty and long-term engagement.

Literature Gap

The current study fills up a number of important gaps in the vast corpus of research on consumer emotions and online purchasing behaviour. First, the majority of studies ignore Amazon's distinct ecosystem of Prime membership, recommendation algorithms, and third-party marketplaces in favour of treating e-commerce platforms as identical. Compared to other platforms, these characteristics might produce unique emotional dynamics (Iyer et al., 2020). Second, research frequently looks at trust, negative emotions, and positive emotions separately. Only a small amount of research has examined these characteristics collectively, leaving their intricate relationships—such as trust boosting pleasant emotions while decreasing negative ones, largely unexplored (Aw et al., 2021; Sharma & Jhamb, 2020). Third, African consumers are not given much attention in existing research, which is mostly focused on Western and East Asian contexts. Findings may not directly apply to Nigerian Amazon members due to cultural differences in emotional expression and trust creation (Shareef et al., 2018). Fourth, the majority of research focusses more on purchase intentions than actual purchasing behaviour. Examining how emotions and trust influence actual transactions provides more useful insights given the well-established intention–behavior gap (Li & Fang, 2019). The current study advances theory and practice by filling in these gaps. It highlights real

Publication of the European Centre for Research Training and Development UK purchasing behaviour, incorporates emotions and trust into a cohesive structure, and offers fresh insights regarding Nigerian Amazon subscribers. In addition to providing practical methods for e-commerce platform optimisation, this all-encompassing approach promotes consumer psychology research.

METHODOLOGY

This study adopted a descriptive cross-sectional survey design to examine how consumer emotions (positive emotions, negative emotions, and trust) influence online purchase behaviour among Amazon subscribers in Lagos. The population comprised Amazon users who had made at least one purchase in the last six months, with an indeterminate population size. Using Cochran's formula, a sample size of 384 was derived and increased to 461 to accommodate non-response. A purposive and snowball sampling technique was used to reach verified Amazon subscribers. Data was collected using a structured questionnaire covering demographics, positive emotions, negative emotions, trust, and online purchase behaviour, measured on a 5-point Likert scale and adapted from validated instruments. This study ensures validity through expert review and pilot testing with Amazon subscribers to confirm clarity and relevance of items. Construct validity is further assessed statistically to confirm that items accurately represent different constructs. Reliability is measured using Cronbach's alpha to ensure internal consistency, with values above 0.70 considered acceptable. Composite reliability is also calculated to confirm the stability of the instrument across different items. Data collected were analyzed using SPSS (version 26) and AMOS (version 24). Preliminary checks such as screening for missing data, identifying outliers, and assessing normality and multicollinearity were conducted to ensure data suitability. Structural Equation Modeling (SEM) was also employed to assess the overall model fit. All hypotheses were tested at a 5% significance level.

The regression model is specified as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where: Y = Online Purchase Behaviour; X_1 = Positive Emotions; X_2 = Negative Emotions; X_3 = Trust; ϵ = Error term

RESULTS AND DISCUSSION

The results of the data collection are presented in this chapter, along with a discussion of the findings in light of the study's goals. The study's main variables—Positive Emotions (PE), Negative Emotions (NE), Trust (TR), and Online Purchase Behaviour (OPB) among Amazon subscribers in Lagos, Nigeria—were summarised by respondents using descriptive statistics including mean and standard deviation. To investigate the associations between the variables, inferential statistics such as regression analysis and correlation were performed.

Descriptive Statistics

Table 4.1 presents the descriptive statistics for the major variables of the study.

Table 4.1: Descriptive Statistics

Variable	N	Mean	Std. Deviation
Positive Emotions (PE)	405	3.84	0.72
Negative Emotions (NE)	405	2.43	0.89
Trust (TR)	405	3.92	0.68
Online Purchase Behaviour (OPB)	405	3.78	0.76

Source: Field Survey, 2026

The mean values indicate that respondents generally experienced **high levels of positive emotions** and **trust** during online purchases on Amazon, with mean scores above 3.70. Negative emotions recorded a lower mean value ($M = 2.43$), suggesting that respondents experienced minimal frustration, anxiety, or uncertainty during their transactions. Online Purchase Behaviour also recorded a relatively high mean ($M = 3.78$), reflecting strong purchase engagement among Amazon users. Trust recorded the highest mean score ($M = 3.92$, $SD = 0.68$), followed by Positive Emotions ($M = 3.84$, $SD = 0.72$), Online Purchase Behaviour ($M = 3.78$, $SD = 0.76$), and Negative Emotions ($M = 2.43$, $SD = 0.89$).

Correlation Analysis

To determine the relationship between Positive Emotions, Negative Emotions, Trust, and Online Purchase Behaviour, the Pearson Product Moment Correlation Coefficient was computed.

Table 4.2: Correlation Matrix

Variables	PE	NE	TR	OPB
Positive Emotions (PE)	1	-0.324	0.586	0.612
Negative Emotions (NE)	-0.324	1	-0.418	-0.391
Trust (TR)	0.586	-0.418	1	0.637
Online Purchase Behaviour (OPB)	0.612	-0.391	0.637	1

Source: Field Survey, 2026

Correlation is significant at the 0.01 level (2-tailed).

The results show strong and significant relationships among all variables at the 0.01 level. Trust has the strongest correlation with Online Purchase Behaviour ($r = 0.637$), followed by Positive Emotions ($r = 0.612$). Negative Emotions exhibit a significant negative correlation with Online Purchase Behaviour ($r = -0.391$), indicating that as negative emotions increase, online purchase behaviour declines. The inter-variable correlations indicate moderate associations without multicollinearity concerns, as all coefficients fall well below 0.80.

Regression Analysis

A multiple regression analysis was performed to examine the combined influence of Positive Emotions, Negative Emotions, and Trust on Online Purchase Behaviour.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.741	0.549	0.546	0.512

Source: Field Survey, 2026

The R value of 0.741 indicates a strong positive relationship between the independent variables (PE, NE, TR) and Online Purchase Behaviour. The R Square value of 0.549 means that **54.9% of the variation in online purchase behaviour** can be explained by Positive Emotions, Negative Emotions, and Trust. The Adjusted R Square (0.546) confirms the robustness of the model.

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	88.352	3	29.451	162.49	0
Residual	72.569	401	0.181	—	—
Total	160.921	404	—	—	—

Source: Field Survey, 2026

Dependent Variable: OPB (Online Purchase Behaviour)**Predictors: Positive Emotions, Negative Emotions, Trust**

Since the p-value (0.000) is less than 0.05, the regression model is statistically significant. This indicates that the predictor variables jointly have a significant effect on Online Purchase Behaviour among Amazon users.

Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	0.741	0.192	—	3.862	0
Positive Emotions (PE)	0.312	0.048	0.296	6.5	0
Negative Emotions (NE)	-0.186	0.037	-0.218	-5.027	0
Trust (TR)	0.428	0.051	0.383	8.392	0

Source: Field Survey, 2026

The coefficients show that:

Trust has the strongest positive effect on Online Purchase Behaviour ($\beta = 0.383$); **Positive Emotions** also have a significant positive effect ($\beta = 0.296$); **Negative Emotions** have a

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significant negative effect ($\beta = -0.218$). All predictors significantly influence consumer behaviour on Amazon.

Regression Equation

$$[Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon]$$

$$[OPB = 0.741 + 0.312(PE) - 0.186(NE) + 0.428(TR)]$$

Where: **Y** = Online Purchase Behaviour; **X₁** = Positive Emotions; **X₂** = Negative Emotions; **X₃** = Trust; **β₀, β₁, β₂, β₃** = Regression coefficients; **ε** = Error term

Test of Hypotheses

The hypotheses were tested at a 5% significance level using the regression results.

H01: Positive Emotions have no significant effect on Online Purchase Behaviour on the Amazon platform. The regression coefficient for Positive Emotions ($\beta = 0.312$, $p = 0.000$) shows a significant positive effect. Since $p < 0.05$, **H01 is rejected**. This indicates that positive feelings such as excitement, satisfaction, and joy significantly increase the likelihood of online purchases.

H02: Negative Emotions have no significant effect on Online Purchase Behaviour on the Amazon platform. The coefficient for Negative Emotions ($\beta = -0.186$, $p = 0.000$) shows a significant negative effect. Since $p < 0.05$, **H02 is rejected**. This implies that negative emotions—such as frustration, anxiety, or distrust—reduce consumers' willingness to complete online transactions.

H03: Trust has no significant effect on Online Purchase Behaviour on the Amazon platform. The coefficient for Trust ($\beta = 0.428$, $p = 0.000$) indicates the strongest positive and significant influence among the predictors. Since $p < 0.05$, **H03 is rejected**. This means that trust in Amazon's systems, payment processes, product authenticity, and delivery reliability significantly enhances online purchase behaviour.

Discussion of Findings

The study examined the influence of consumer emotions and trust on online purchase behaviour among Amazon subscribers in Lagos, Nigeria. All three hypotheses were supported by the empirical evidence.

Positive Emotions and Online Purchase Behaviour. The finding that positive emotions significantly influence online purchase behaviour ($\beta = 0.296$, $p < 0.001$) confirms that pleasant affective states such as pleasure, joy, and excitement experienced during shopping enhance purchasing activity. This aligns with the S-O-R framework and supports previous findings by Islam et al. (2021) and Pappas et al. (2023), who demonstrated that positive emotions drive customer engagement and purchase behaviour in digital commerce. The result suggests that Amazon's platform features—including personalized recommendations, attractive product presentations, and seamless user interfaces—successfully elicit positive emotions that translate into purchasing decisions. E-commerce platforms should prioritize creating emotionally engaging experiences to increase conversion rates.

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Negative Emotions and Online Purchase Behaviour. The significant negative effect of negative emotions on purchase behaviour ($\beta = -0.218$, $p < 0.001$) indicates that anxiety, worry, and apprehension regarding payment security, product authenticity, and delivery reliability inhibit purchasing activity. This finding corroborates research by Laato et al. (2020) and Chopdar and Balakrishnan (2020), confirming that negative emotions create psychological barriers to purchase completion. The smaller magnitude compared to trust's effect ($\beta = 0.383$) suggests that strong trust and positive experiences can overcome anxiety. Platforms should minimize negative emotions through transparent security measures, reliable service delivery, and clear return policies.

Trust and Online Purchase Behaviour. Trust emerged as the strongest predictor of online purchase behaviour ($\beta = 0.383$, $p < 0.001$), highlighting its foundational role in e-commerce transactions. This finding is consistent with Sharma and Jhamb (2020) and Li and Fang (2019), who emphasized trust's critical importance in online environments characterized by uncertainty. Amazon's established reputation, comprehensive review system, and buyer protection mechanisms effectively build consumer confidence that facilitates purchasing. The dominant effect of trust underscores that e-commerce platforms must prioritize trust-building through secure payment systems, verified seller programs, responsive customer service, and transparent policies to succeed in competitive markets.

Overall Model and Implications

The regression model explained 54.9% of variance in online purchase behaviour, demonstrating that emotional factors collectively account for substantial purchasing decisions. The findings validate the applicability of emotional theories (S-O-R, TPB, Cognitive Appraisal Theory) in explaining e-commerce behaviour in Nigerian contexts, extending knowledge beyond Western and East Asian settings. The study confirms that emotions are central, not peripheral, to consumer decision-making in digital marketplaces. For practitioners, the findings suggest an integrated emotional strategy: (1) enhance positive emotions through engaging features and personalized experiences, (2) reduce negative emotions via security assurances and reliable service, and (3) build robust trust through institutional mechanisms and transparent operations. This holistic approach recognizes that emotional factors operate simultaneously rather than in isolation, and platforms must address all three dimensions to optimize purchase conversion rates and customer loyalty.

CONCLUSION AND RECOMMENDATIONS

This study examined the influence of consumer emotions and trust on online purchase behaviour among Amazon subscribers in Lagos, Nigeria. It examined how trust, negative emotions, and positive emotions affected consumer conduct. It was based on the Stimulus-Organism-Response paradigm, the Theory of Planned conduct, and Cognitive Appraisal Theory. The findings support all three hypotheses. Affective states considerably influence online buying decisions, as evidenced by the fact that positive emotions dramatically enhance purchase behaviour while negative emotions significantly decrease it. Trust emerged as the most impactful factor, underlining its critical role in facilitating transactions in contexts dominated by uncertainty and risk. Collectively, these variables explained 54.9% of the variance in online purchase behaviour, highlighting the relevance of emotions and trust in e-commerce decision-making. The study contributes theoretically by validating emotional

Publication of the European Centre for Research Training and Development UK frameworks in the Nigerian e-commerce context and extending insights beyond Western and Asian markets. In practical terms, it offers e-commerce platforms advice on how to improve client engagement and conversion rates by fostering happy experiences, lowering fear, and fostering trust. The results also have ramifications for digital literacy programs, consumer protection, and regulations meant to promote secure and reliable online marketplaces. The cross-sectional methodology, emphasis on Amazon subscribers, use of self-reported data, and analysis of just three emotional dimensions are among its limitations. To gain a deeper understanding, future research should use comparative platform studies, longitudinal designs, and additional variables. In conclusion, the study offers compelling evidence that trust and emotions have a major impact on online purchasing behaviour, highlighting the necessity for platforms to implement comprehensive tactics that incorporate trust-building, anxiety reduction, and positive emotional engagement. For e-commerce to succeed in developing nations like Nigeria, these insights are essential.

Based on the study findings, several recommendations are proposed for e-commerce platforms, policymakers, and future research.

Creating experiences that maximise good feelings while reducing negative ones is crucial for e-commerce platforms. Personalised product recommendations, user-friendly and aesthetically pleasing interfaces, gamified incentive systems, and frictionless shopping experiences can all help achieve this. To reduce customer worry, strong security measures, unambiguous product information, open delivery and return policies, and regular communication of data protection procedures are essential. Initiatives that foster trust, such verified seller programs, buyer protection guarantees, attentive customer support, and genuine customer reviews, should also be given top priority by platforms. Platforms may maximise consumer engagement and influence purchasing behaviour by implementing a comprehensive approach that concurrently maximises happy experiences, minimises negative emotions, and reinforces trust. Every interaction continuously increases confidence and happiness when the client journey is mapped to detect emotional touchpoints (Islam et al., 2021; Pappas et al., 2023; Chopdar & Balakrishnan, 2020; Sharma & Jhamb, 2020; Shareef et al., 2019).

Creating thorough foundations for consumer protection in e-commerce is essential for legislators. In order to increase consumer trust and lower anxiety, regulations should guarantee data security, transparent disclosure of seller information, efficient dispute resolution procedures, and consequences for fraudulent actions (Tran & Strutton, 2020). Furthermore, government and institutional initiatives that support digital literacy and e-commerce education can assist consumers in safely navigating online platforms, comprehending their rights, and lowering anxiety related to technology, all of which will ultimately promote greater e-commerce participation (Li & Fang, 2019).

It is advised that future studies look into other variables that can affect how emotions and online buying behaviour are related. These include other emotional categories like surprise, nostalgia, regret, and guilt, as well as possible moderating factors including product kind, purchasing engagement, customer experience, demographics, and cultural settings. While cross-regional studies can evaluate the generalisability of findings across various African cities and nations, longitudinal studies can shed light on how emotional experiences and trust change over time.

These suggestions provide practical methods for boosting customer engagement, building trust, and increasing e-commerce efficacy in emerging areas by taking a comprehensive approach to emotional drivers and taking contextual considerations into account.

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