

**Influence of Perceived Website Quality, Trust Propensity, and Internet Dependency on
Customer Satisfaction in the Use of Online Shopping platforms**

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**Being a MSc Thesis Submitted to the Department of Psychology, Faculty of Management &
Social Science, Lead City University Ibadan, Oyo State, Nigeria**

**In Partial Fulfilment of the Requirements for the Award for Masters Degree (MSc) in
Industrial Psychology**

2023

Certification

I hereby certify that Rosemary Ngozi AYOWE with matriculation number LCU/PG/002620 conducted this research work titled “Perceived Influence of Website Quality, Trust Propensity, and Internet Dependency on Customer Satisfaction, In the Use of Online Shopping platforms among Consumers”. In the Department of Psychology Faculty of Management and Social and Sciences, Lead City University, Ibadan Oyo State, for the award of Master of science degree (MSc) in Industrial Psychology under my supervision. This thesis has not been previously submitted

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Dedication

This project is dedicated to my family and myself.

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Acknowledgement

I am thankful to Lead City University Ibadan, where my research was conducted, thank you for sponsoring part of my programme and providing all the necessary resources to make this thesis a reality. I am grateful to my supervisor Dr. Adeshina Ojo, for your patience, guidance and understanding, thank you, sir. It was a rare opportunity to have been under your supervision. I appreciate the best you gave to the supervising this thesis. I am thankful to the HOD Dr. J. Adebusuyi and all staff of the Department of Sociology, Psychology, Criminology and Social Work, Dr Retta Akingbade, Mr L. A. Morakinyo, Dr, falase, Miss Lawal, Dr. Oyeleke, Dr Falase, Dr Tegbe, Dr. Ala, Prof. Oyedokun, whose comments contributed more than they can ever know to this work.

A heartfelt appreciation to Dr Retta Akingbade for her outstanding contribution in form of advice, support and encouragement in ensuring that this research work turned out the best it could. A big thank you to Miss Lawal and Mr L. A. Morakinyo for their unmeasurable contribution that sustained this work. I am thankful for the input and all round support of my wonderful parents, Chief and Mrs. Ayowe for their immense love and understanding that ensured I stayed grounded throughout this research. I would like to thank my twin siblings for motivating me and my fiancé Mr. Anthony Amedu for holding my hand and wearing different hats through this thesis. I would also like to appreciate to my friends for their assistance and gestures of encouragement that went a long way in writing this research.

Finally, to the creator of all things my foremost gratitude goes God Almighty, who is most worthy and all knowing. Also I appreciate Mr. Bello Saheed, for helping me kick start this thesis.

Even though the above mentioned institution and persons have assisted in the process of this research work, I alone stand responsible for the errors if any, found in this work.

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Abstract

The evolving technology has given rise for purchase of goods and services to be conducted over the internet. Although it presents a high rate of convenience, it is still faces socio-economic challenges in a country like Nigeria. Hence studies have focused on acceptance of online shopping neglecting customer satisfaction. Thus this research investigated Customer Satisfaction with online shopping and how it is informed by Website Quality, Trust Propensity, and Internet Dependency. This study was guided by expectancy disconfirmation theory to propose how respondents' expectation and evaluation of performance of an online shopping platform inform customer satisfaction. The study adopted a cross-sectional design using a survey method. A total of 376 online consumers were selected using convenience sampling for this study. The respondents' ages ranged from 18-58 years. Data was collected using a standardized questionnaire. Five hypotheses were tested using multiple regression analysis, t-test and analysis of variance. The result from the analysis indicated that, there is significant joint influence of website quality, trust, and internet dependency on customer satisfaction among consumer, $R^2 = .440$, $F(3,350) = 91.536$, $p < .01$. The results also indicated that website quality ($\beta = .606$), propensity to trust ($\beta = .124$) and internet dependency ($\beta = .130$) independently predicted customers' satisfaction. Finally the results showed there was no significant difference with customer satisfaction between generation, X, Y, and Z, $F(2, 351) = 1.612$, $p > .05$. Based on these findings, it can be concluded that respondents assess the quality of the shopping website in order to determine their level of trust in the website. The study therefore recommended that the e-commerce sector should identify and tackle challenges relating to security and website ineffectiveness, to ensure that customers can trust and use online shopping medium with ease.

Keywords: Website Quality, Trust Propensity, Internet Dependency, Customer Satisfaction, Online Shopping.

Word Count: 293

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