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Content Creation And Customer Purchase Intention: Mediating Role Of Market Psychology

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ABSTRACT
This study examined the effect of content creation dimensions on customer purchase intention, with the mediating role of market psychology among online shoppers in Nigeria. Content creation was conceptualized as a multidimensional construct comprising credibility, informativeness, authenticity, and entertainment value, while market psychology was operationalized using consumer perceptions, trust, and emotional responses. A descriptive survey design was adopted, and data were collected from 305 online shoppers across Nigeria using a structured questionnaire based on a four-point Likert scale designed with a Google Form. Data were analyzed using descriptive statistics, multiple regression, and Structural Equation Modeling (SEM).The findings revealed that content credibility, informativeness, and authenticity significantly influence customer purchase intention. Surprisingly, entertainment value was found to have a minimal effect on online shoppers' purchase intention. Content creation dimensions also significantly influence market psychology, which in turn significantly affects purchase intention. Mediation analysis confirmed that market psychology partially mediates the relationship between content creation dimensions and customer purchase intention. The study concludes that the effectiveness of content creation depends largely on its ability to shape consumers' psychological responses, hence the study recommends that organizations should adopt a holistic approach to content creation, ensuring that all relevant dimensions are appropriately weighted according to the needs and expectations of their target audience. An over-reliance on any single dimension, particularly entertainment, may yield engagement without corresponding purchase behaviour. Therefore, a well-rounded content strategy that prioritizes credible, informative, and authentic content, while aligning with the psychological realities of the consumer is more likely to achieve sustained marketing effectiveness among online shoppers in Nigeria.
Keywords: Content Credibility, Content Informativeness, Content Authenticity, Entertainment Value, Market Psychology, Customer Purchase Intention

1. INTRODUCTION

The rapid spread of digital technologies has changed how individuals and businesses use the online space. For many people, the internet has become a key platform for economic activity, while organizations increasingly depend on digital tools to reach and grow their customer base. At the centre of this shift is content, which now serves as the main way businesses connect with potential buyers. Unlike in the past, today's consumers are no longer passive receivers of marketing messages. Instead, they actively search for information across multiple platforms and make deliberate choices about what to engage with. In response, skilled content creators focus

on producing materials that are not only creative but also strategically aligned with what their audience needs and prefers.

In digital marketing, content creation is often understood through several key attributes: credibility, informativeness, authenticity, and entertainment value. These dimensions shape how consumers see and respond to marketing efforts. Studies have shown that credible and informative content helps reduce uncertainty and supports better decision-making (Ducoffe, 1996; Erdem & Swait, 2004). Authentic content tends to build trust and create emotional connection (Morhart et al., 2015), while entertainment value plays an important role in capturing and holding consumer attention (Ashley & Tuten, 2015).

Further, it would be too simple to assume that content creation directly determines purchase intention without considering the internal psychological factors that shape consumer behaviour. Concepts like perception, trust, attitude, and emotional response, often grouped together as market psychology, play a significant role in how consumers interpret the content they come across (Lemon & Verhoef, 2016). These psychological states act as filters. They influence whether exposure to content eventually leads to a purchase decision or not.

This mediating role is particularly important in Nigeria, where the digital landscape is expanding quickly but unevenly. According to the Nigerian Bureau of Statistics (2026), the number of active internet subscribers grew from 157,551,104 in the first quarter of 2023 to 164,368,292 in the same period of 2024 - a 4.33% increase. This growth has also led to a rise in online shopping activity. Yet despite this upward trend, consumer engagement with online content remains shaped by persistent challenges, including information asymmetry, uneven digital literacy, and a general lack of trust. In other words, while more Nigerians are coming online, they do not all engage with content in the same way or with the same level of confidence. This creates an interesting disconnect: the numbers suggest growth, but the psychological readiness to act on online content tells a more complicated story. These factors make it essential to examine not just whether content creation shapes purchase intention, but how it does so, with special attention to the mediating role of market psychology.

Although existing research has acknowledged the importance of content attributes in shaping consumer outcomes, we still know very little about the psychological mechanisms that drive this relationship, especially in emerging markets like Nigeria. Most studies have been conducted in Western, high-trust environments, leaving open the question of whether their findings apply to contexts marked by lower trust and weaker institutional support. This study seeks to fill that gap by examining how market psychology mediates the link between different dimensions of content creation and purchase intention among online shoppers in Nigeria.

Statement of the Problem

The rapid proliferation of internet usage has elevated content creation to a position of strategic prominence within contemporary marketing practice. For businesses, particularly those operating in the digital retail space, content serves as a primary vehicle for capturing consumer attention, encouraging engagement, and ultimately shaping purchase intentions. Firms continue to commit substantial financial resources to the development of digital content, operating under the assumption that well-crafted content will translate directly into consumer action. Yet, despite these considerable investments, a persistent disconnect remains: high levels of content engagement do not always culminate in actual purchase decisions. This gap between engagement and conversion reveals often overlooked complexities in how consumers process and respond to online content.

A significant factor underlying this disconnect lies in the prevalence of information asymmetry within online environments. Consumers frequently encounter digital content whose credibility, authenticity, and reliability are difficult to ascertain. This uncertainty often breeds skepticism, erodes trust, and encourages hesitation, which are psychological barriers that can interrupt the journey from content exposure to purchase. In markets where digital literacy varies widely and consumer scepticism is heightened, these challenges are particularly pronounced.

Beyond these contextual issues, there exists a notable theoretical gap in the existing literature. A substantial body of research has examined the direct effects of content-related variables such as informativeness, credibility, authenticity, and entertainment value on consumer purchase intentions. While these studies have yielded valuable insights, they have largely treated the relationship as linear and direct, paying insufficient attention to the internal psychological processes that mediate it. Yet consumer decision-making is seldom straightforward; it is fundamentally shaped by a constellation of psychological states, including perception, trust, attitude, and emotional engagement. These mediating factors, collectively referred to as market

psychology (Lemon & Verhoef, 2016), play a critical role in determining whether and how content influences behavioural outcomes. By overlooking these mediating pathways, prior research has offered an incomplete account of the content-purchase nexus.

Compounding this theoretical limitation is the geographical narrowness of existing empirical work. The majority of studies on content creation and consumer behaviour have been situated in developed economies, where digital infrastructure, consumer literacy, and institutional trust differ markedly from those in emerging markets. Nigeria, by contrast, presents a unique empirical context. With a rapidly growing online population, uneven digital literacy, and persistent concerns around information credibility, the Nigerian market offers a distinctive setting in which the psychological mediation between content and purchase intention may operate differently than in Western contexts. Yet empirical investigations into this phenomenon within Nigeria remain scarce.

Altogether, these gaps underscore the need for a more nuanced investigation. It is no longer sufficient to ask whether content creation influences purchase intention; rather, the more pertinent question is how this influence unfolds through the psychological states of the consumer. This study, therefore, moves beyond the direct-effects approach by positioning market psychology as a central mediating mechanism. In doing so, it seeks to examine the effect of content creation dimensions on customer purchase intention, with particular focus on the mediating role of market psychology among online shoppers in Nigeria.

Objectives of the Study

The main objective of this study is to examine the effect of content creation dimensions on customer purchase intention, with the mediating role of market psychology.

The specific objectives are to:

1. examine the effect of content credibility on customer purchase intention;
2. determine the effect of content informativeness on customer purchase intention;
3. assess the effect of content authenticity on customer purchase intention;
4. examine the effect of entertainment value on customer purchase intention;
5. determine the effect of content credibility on market psychology;
6. examine the effect of content informativeness on market psychology;
7. assess the effect of content authenticity on market psychology;
8. examine the effect of entertainment value on market psychology;
9. determine the effect of market psychology on customer purchase intention;
10. evaluate the mediating role of market psychology in the relationship between content creation dimensions and customer purchase intention.

Research Questions

1. What is the effect of content credibility on customer purchase intention?
2. How does content informativeness influence customer purchase intention?
3. What is the effect of content authenticity on customer purchase intention?
4. How does entertainment value influence customer purchase intention?
5. What is the effect of content credibility on market psychology?
6. How does content informativeness influence market psychology?
7. What is the effect of content authenticity on market psychology?
8. How does entertainment value influence market psychology?
9. How does market psychology affect customer purchase intention?
10. Does market psychology mediate the relationship between content creation dimensions and customer purchase intention?

Statement of Hypotheses

Ho1: Content credibility does not have a significant effect on customer purchase intention.
Ho2: Content informativeness does not have a significant effect on customer purchase intention.
Ho3: Content authenticity does not have a significant effect on customer purchase intention.
Ho4: Entertainment value does not have a significant effect on customer purchase intention.
Ho5: Content credibility does not have a significant effect on market psychology.
Ho6: Content informativeness does not have a significant effect on market psychology.
Ho7: Content authenticity does not have a significant effect on market psychology.

Ho8: Entertainment value does not have a significant effect on market psychology.
Ho9: Market psychology does not have a significant effect on customer purchase intention.
Ho10: Market psychology does not significantly mediate the relationship between content creation dimensions and customer purchase intention.

Scope of the Study

This study focuses on the effect of content creation dimensions - namely content credibility, content informativeness, content authenticity, and entertainment value on customer purchase intention, with market psychology as a mediating variable.

The study is limited to online shoppers in Nigeria. The choice of this population is based on the relevance of purchase intention as a behavioural outcome that is most applicable to both those who actively shop and those who have the intent to shop online.

2. REVIEW OF RELATED LITERATURE

Conceptual Framework

This study examines the influence of digital content creation on consumer purchase intention, with market psychology acting as a mediating variable. Content creation is operationalized through four dimensions: content credibility, content informativeness, content authenticity, and entertainment value. These are the independent variables that measure the effectiveness of content creation.

It is generally believed that when consumers are exposed to credible, informative, authentic, and entertaining content, they tend to develop positive psychological responses such as trust, emotional engagement, and perceived value. These psychological reactions form the basis of market psychology, which ultimately influences consumer behavioural outcomes such as purchase intention.

Thus, the framework proposes that content creation affects purchase intention both directly and indirectly through market psychology.

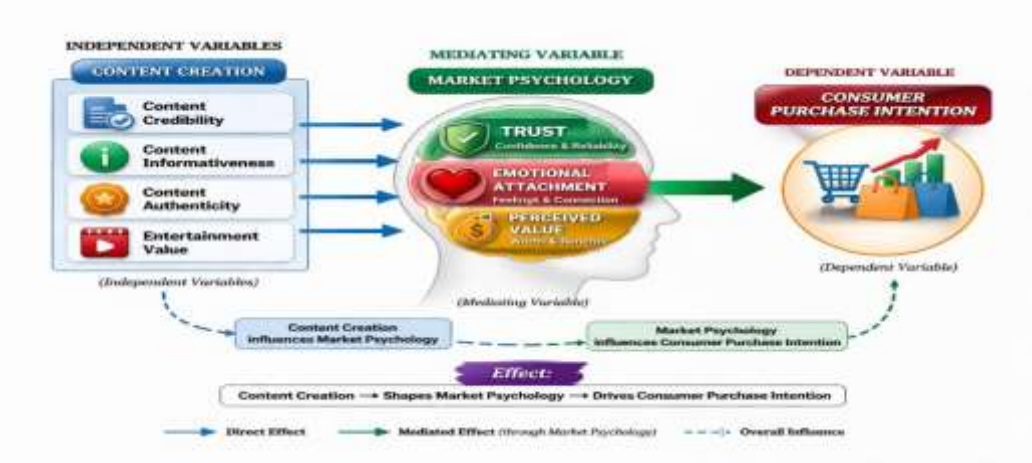

Figure 2.1: Conceptual Framework of Content Creation Dimensions and Consumer Purchase Intention:
Source: Authors' Conceptualization (2026)

Mediating Role of Market Psychology

2. Conceptual Review

The above conceptual framework presents major constructs of this study, namely content credibility, content informativeness, content authenticity, entertainment value, market psychology, and consumer purchase intention, as well as their interrelationships. It posits that these dimensions of content creation serve as key stimuli influencing consumer behaviour and their effects on consumer purchase intention are mediated through market psychology. This means that exposure to high-quality online content may not directly translate to purchase intention, as this is affected by certain psychological factors like trust

(confidence and reliability), emotional attachment (feelings and connection), perceived value (worth and benefits), among others.

This mediated relationship provides a more comprehensive understanding of consumer decision-making by integrating both cognitive and affective processes, thereby offering a robust explanation of how digital content creation drives marketing outcomes.

Content Credibility

Content credibility refers to the extent to which marketing content is perceived as reliable, trustworthy, and believable by consumers. For rational shoppers, content credibility is a major determinant of message acceptance in digital space where information asymmetry and misinformation are prevalent. Content credibility allays customers' fear of being scammed. It builds confidence in them - giving them the morale to take positive purchase actions. According to Erdem and Swait (2004), credibility reduces perceived risk and enhances consumer confidence in brand claims. Similarly, Lou and Yuan (2019) opined that credible content significantly strengthens trust, which in turn influences consumer attitudes and purchase intention.

Content Informativeness

Content informativeness refers to the extent to which online contents provide relevant, accurate, and useful information to consumers. An average shopper seeks information to make purchase decisions, and this sometimes predisposes them to fraud, hence content creators strive to make relevant information available to potential buyers. Informative content enriches consumers' knowledge and facilitates rational decision-making. Ducoffe (1996) averred that informativeness is a key determinant of advertising value. He noted that consumers respond more favourably to content that satisfies their informational needs. In the same vein, Holliman and Rowley (2014) found that high-quality, informative content improves engagement and builds stronger customer relationships. Because the digital space is filled with all manner of information, online shoppers get inundated, weary and often confused over content information, hence content informativeness is considered one of the key dimensions of content creation in this study.

Content Authenticity

Content authenticity refers to the genuineness of an online content. It is the perceived genuineness, honesty, sincerity, and transparency of marketing communications. Authenticity of content is critical to positive purchase actions. Morhart et al. (2015) asserted that authentic brand communication enhances consumer trust and emotional attachment. Content authenticity is an indication that customers should feel free and relate with the brand. It gives a customer the impetus to make referrals and build same confidence with close potential customers, knowing that the authenticity of the content in question is not disputable.

Entertainment Value

Most online contents are simply entertaining, as content creators often do so to drive traffic and get paid for populating social media platforms. In a bid to actualize this, both entertaining and annoying contents are created. This quest to make money makes it difficult for customers to make sound judgment with respect to what they actually want to buy. Entertainment value represents the extent to which content is enjoyable, engaging, and capable of capturing audience attention. It is particularly relevant in digital marketing, where consumers are exposed to a vast amount of competing content. Ducoffe (1996) emphasized that entertainment is a critical component of advertising value, influencing consumer attitudes toward advertisements. Ashley and Tuten (2015) also found that entertaining and interactive content significantly enhances consumer engagement and brand interaction.

Market Psychology (Mediating Variable)

Market psychology comprises the internal cognitive and emotional processes that influence consumer perception and response to marketing stimuli. It includes constructs such as trust, emotional attachment and perceived value. Most times, customers are swayed, not by contents, but by their perception of a content. It is difficult to convince a shopper, who already disparages a content and lacks trust in it. Lemon and Verhoef (2016) believed that customer experience elicits psychological responses that significantly influence consumer behaviour.

Trust

Trust refers to the confidence a consumer has in a brand, seller, or platform to act honestly, deliver on promises, and protect their interests (Morgan & Hunt, 1994). In online environments, where physical interaction is absent and uncertainty is high, trust serves as a vital mechanism for reducing perceived risk (Gefen, Karahanna, & Straub, 2003). It involves both cognitive elements, such as reliability and competence, and affective elements, such as a sense of care and security (Johnson & Grayson, 2005). When trust is present, consumers are more willing to engage, share information, and follow through with purchases. Without it, skepticism and hesitation often take hold.

Emotional Attachment

Emotional attachment describes the affective bond that forms between a consumer and a brand, characterised by feelings of affection, warmth, and connection (Thomson, MacInnis, & Park, 2005). Drawing from attachment theory in psychology (Bowlby, 1969), this concept reflects a deep-seated relationship that goes beyond simple satisfaction. Consumers who feel emotionally attached to a brand tend to remain loyal, pay premium prices, and defend the brand even in the face of criticism (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010). In digital spaces, such attachment is often nurtured through authentic storytelling and consistent interactions that resonate personally with consumers.

Perceived Value

Perceived value is the consumer's overall judgement of a product or service based on what they receive relative to what they give up (Zeithaml, 1988). It reflects a balance between benefits such as quality, convenience, and emotional satisfaction and sacrifices, including price, time, and effort (Dodds, Monroe, & Grewal, 1991). This perception is multidimensional, often encompassing functional, emotional, and social value (Sheth, Newman, & Gross, 1991). In online shopping contexts, perceived value strongly influences satisfaction and purchase intention, and is shaped not only by the product itself but also by the credibility and usefulness of the content that presents it (Sweeney & Soutar, 2001).

Consumer Purchase Intention (Dependent Variable)

Consumer purchase intention refers to the tendency, likelihood or willingness of a consumer to buy a product. It is widely recognized as a strong predictor of actual purchasing behaviour. Lou and Yuan (2019) found that trust and perceived credibility significantly influence purchase intention in digital environments. Similarly, Erdem and Swait (2004) established that reduced uncertainty and increased confidence lead to higher purchase likelihood. Thus, purchase intention is shaped by both cognitive evaluations and emotional responses derived from market interactions.

Theoretical Review

Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) developed by Richard E. Petty and John T. Cacioppo offers explanations on how persuasive messages are processed by individuals, and how their attitudes and behavioural intentions are influenced by those messages.

Petty and Cacioppo (1986) observed that persuasion occurs through the central and peripheral routes. The central route is about careful evaluation of information and arguments, while the peripheral route has to do with relying on cues such as attractiveness, entertainment value, and emotional appeal to yield to a message.

In digital marketing space, consumers are likely to evaluate content through both routes. Informative and credible content encourages central processing, while entertaining and emotionally appealing content influences consumers through peripheral processing.

The Elaboration Likelihood Model is relevant to this study because it explains how digital content dimensions influence consumers' psychological responses and ultimately shape purchase intention. When consumers perceive marketing content as credible, informative, authentic, or entertaining, their psychological engagement increases, and this has a tendency of translating into favourable purchasing behaviour.

Petty and Cacioppo (1986) further argue that persuasion through either route can significantly influence attitude formation and behavioural intentions, making the theory appropriate for understanding how digital content affects consumer market psychology.

Empirical Review

Empirical investigations into content creation and customer purchase intention have taken diverse methodological approaches to establish causal and associative relationships. Example, Ducoffe (1996) examined the determinants of advertising value and its effect on consumer responses. The study was designed to determine how informativeness and entertainment influence attitudes toward online advertising. The population of the study consisted internet users exposed to online advertisements in the United States, from which a sample of 318 respondents was drawn using convenience sampling. Data were collected via structured questionnaires and analyzed using multiple regression techniques. The findings revealed that both informativeness and entertainment significantly predict advertising value, which in turn positively influences consumers' attitudes and purchase intentions.

In another study, Holliman and Rowley (2014) investigated the role of digital content marketing in enhancing customer engagement in Business to Business (B2B) markets. The study was designed to explore how content quality affects relationship building. The target population elements were marketing professionals and organizational buyers in the United Kingdom. A purposive sampling technique was employed to select 15 firms, with data collected from 42 key informants through semi-structured interviews. The data were analyzed using thematic analysis. Findings revealed that relevant, consistent, and value-driven content enhances trust, engagement, and long-term customer relationships.

Erdem and Swait (2004) investigated the impact of brand credibility on consumer decision-making. The main objective of the study was to determine how credibility reduces perceived risk and influences choice. The population elements consisted of consumers across multiple product categories in the United States, with a sample size of 1,200 respondents selected using stratified random sampling. Data were analyzed using structural equation modelling (SEM). The study found that brand credibility significantly reduces uncertainty and enhances brand consideration and purchase likelihood.

With brand authenticity as the thrust, Morhart et al. (2015) sought to assess the effect of brand authenticity on consumer trust and attachment. The study sampled 1,072 consumers across European markets using quota sampling. Data were collected through online surveys and analyzed using confirmatory factor analysis (CFA) and SEM. Findings showed that perceived authenticity significantly enhances trust, emotional attachment, and positive behavioural intentions toward brands.

From a customer experience perspective, Lemon and Verhoef (2016) examined how customer experience across touchpoints influences behaviour. The objective was to empirically develop and validate a model of customer experience. The study relied on secondary data from multiple firms and longitudinal customer datasets across Europe and North America. Analytical techniques included regression modelling and longitudinal analysis. The findings indicated that cognitive and emotional responses - especially trust and engagement, play a central role in shaping purchase decisions.

In the area of social media marketing, Ashley and Tuten (2015) investigated the effectiveness of brand-generated content. The study aimed at identifying which content strategies drive engagement. The population comprised social media users interacting with brand pages, with a sample of 1,050 posts from top brands selected through purposive sampling. Content analysis and descriptive statistics were used for data analysis. Findings revealed that interactive and entertaining content significantly increases engagement metrics, which are associated with improved brand attitudes.

In another empirical study, Dehghani et al. (2016) examined the impact of advertising content on consumer purchase intention in digital environments. The objective of the study was to determine how entertainment, informativeness, and credibility of online advertisements influence consumer attitudes and behavioural intentions. The population consisted of social media users in Iran, with a sample size of 315 respondents selected using convenience sampling. Data were collected through a structured questionnaire and analyzed using Structural Equation Modeling (SEM). The findings revealed that informativeness and

credibility have a significant positive effect on consumer attitudes and purchase intention, while entertainment value had a weaker but positive influence. The study further showed that consumer attitudes play a mediating role between advertising content and purchase intention.

Summary of Literature

The reviewed literature demonstrates a strong and consistent relationship between digital content characteristics and consumer behavioural outcomes. Specifically, content credibility, informativeness, authenticity, and entertainment value have been widely acknowledged as critical determinants of consumer perception, engagement, and decision-making. The literature further reveals that credibility and authenticity primarily enhance trust, while informativeness supports cognitive evaluation, and entertainment value drives emotional engagement. These findings align with the position of Erdem and Swait (2004), who argue that reduced uncertainty and increased confidence are central to consumer decision-making.

More importantly, existing studies emphasize the role of internal psychological mechanisms in shaping behavioural outcomes. For instance, Lemon and Verhoef (2016) highlighted that cognitive and emotional responses mediate the relationship between marketing stimuli and consumer behaviour. This supports the inclusion of market psychology as a mediating construct in this study.

Despite the robustness of existing research, three major gaps remain. First, most studies have been conducted in developed economies, limiting the generalizability of their findings to emerging markets like Nigeria. Second, prior research has tended to examine either content creation or market psychology in isolation, rather than testing how they work together; in addition, many studies have focused on only one or two content attributes, whereas this study incorporates four key dimensions - credibility, informativeness, authenticity, and entertainment. Third, the mediating role of market psychology has received insufficient attention, especially within the context of content creation. This study addresses these gaps and complements existing work.

3. METHODOLOGY

The study adopted a descriptive research design, which is appropriate as it enables the collection, analysis, and reporting of data without manipulation of variables. Data were collected using a structured Google Form questionnaire designed in a Likert-scale format to cover all variables under investigation. The questionnaire was widely circulated across multiple online platforms in Nigeria to ensure broad participation, leveraging the digital environment to overcome geographical barriers. The population for this study comprised both active online shoppers (internet users who previously purchased goods or services online) and potential online shoppers who were yet to engage in online purchasing. Including both groups ensured that all relevant segments of the population contributing to online purchase intention were captured.

According to the Nigerian Communications Commission (NCC, 2023), Nigeria has over 150 million internet users, a significant proportion of whom engage in digital activities, including online shopping. Similarly, DataReportal (2024) estimated over 122 million internet users in the country. Given the absence of a comprehensive sampling frame for online shoppers, the study considered the population of 150 million as an appropriate reference for sample determination. Using Taro Yamane's (1967) formula for finite populations at a 5% level of tolerable error, a sample size of approximately 400 respondents was derived, which was deemed adequate for representativeness and reliability.

The study employed convenience and snowball sampling techniques, whereby the questionnaire was shared on various online platforms and respondents were encouraged to further circulate it among their networks to increase reach. All variables were measured on a 4-point Likert scale ranging from strongly disagree (1) to strongly agree (4) to ensure respondents expressed definitive opinions, eliminating neutral responses. To ensure content and construct validity, the questionnaire adapted from validated scales in prior studies was reviewed by professional colleagues. The reliability of the instrument was confirmed using Cronbach's Alpha, which yielded a value of 0.80, exceeding the 0.70 threshold for internal consistency. Data collected were analyzed using SPSS due to the volume of data involved and its wide

acceptance in social and management science research. Descriptive statistics (mean and standard deviation); Pearson Correlation Analysis; Multiple Regression Analysis; and Mediation Analysis were employed in this study.

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Response Rate

The Google Form was set to close automatically once 400 responses were received. However, by the end of the data collection period, 305 valid responses were obtained, giving a response rate of 76%. This rate is considered very good for survey research. According to Babbie (2010) and Baruch and Holtom (2008), response rates above 70% are generally regarded as highly acceptable in social science research, indicating that the data collected are sufficiently representative and reliable for analysis.

4.1 Demographic Characteristics of Respondents

Demographic Variable	Frequency	Percentage
Gender: Female	165	54.1%
Gender: Male	140	45.9%
Age: 18-25	65	21.31%
Age: 26-35	72	23.61%
Age: 36-45	110	36.07%
Age: 46 and above	58	19.01%
Online Shopper (Has purchased online before)	238	78%
Non-Online shopper (Has never purchased online)	67	22%

Source: Authors' Survey Data (2026)

The demographic distribution indicated that female respondents (54.1%) slightly outnumbered males (45.9%), suggesting a fairly balanced gender representation with a modest female dominance. In terms of age, the largest proportion of respondents fell within the 36-45 years category (36.07%), followed by 26-35 years (23.61%) and 18-25 years (21.31%), indicating that the sample was largely composed of middle-aged and young adults who were typically active in digital environments. Respondents aged 46 years and above accounted for 19.01%, representing a smaller proportion of the study population.

Furthermore, a substantial majority of respondents (78%) had prior experience as online shoppers, while only 22% had never engaged in online purchasing. This suggests that the sample was largely appropriate for the study, as it consisted predominantly, individuals capable of forming purchase intention in digital contexts. Overall, the demographic profile supported the relevance and adequacy of the data for examining the variables under study.

Table 4.2: Descriptive Statistics of Key Variables

Variable	Mean	Standard Deviation	Interpretation
Content Credibility	3.42	0.52	High
Content Informativeness	3.38	0.55	High
Content Authenticity	3.35	0.57	High
Entertainment Value	2.97	0.60	Moderate
Market Psychology	3.39	0.58	High
Purchase Intention	3.36	0.60	High

Source: Authors' Computation (2026)

The results indicate that respondents generally perceive Content Credibility (3.42), Content Informativeness (3.38), and Content Authenticity (3.35) at high levels, suggesting that these dimensions are strongly recognized by online shoppers. In contrast, Entertainment Value (2.97) recorded a moderate level, indicating that it is less strongly perceived compared to the other content dimensions. Furthermore, the high mean scores for Market Psychology (3.39) and Purchase Intention (3.36) suggest that respondents exhibit positive psychological responses and a strong tendency toward making purchase decisions. Overall, the findings imply that higher levels of Content Credibility, Content Informativeness, and Content Authenticity are associated with higher levels of Market Psychology and Purchase Intention, while Entertainment Value shows a relatively lower influence.

Table 4.3: Reliability Test

Construct	**Number of Items**	**Cronbach's Alpha**
Content Credibility	4	0.82
Content Informativeness	4	0.79
Content Authenticity	4	0.81
Entertainment Value	3	0.76
Market Psychology	4	0.83
Purchase Intention	3	0.78
Overall Scale	**22**	**0.80**

Source: Authors' Computation (2026)

Table 4.3 presents the reliability statistics of the study constructs. All variables recorded Cronbach's Alpha values above the recommended threshold of 0.70, indicating acceptable internal consistency. The overall reliability coefficient of 0.80 further confirms the adequacy of the measurement instrument.

Hypotheses Testing Using Regression and SEM

4.4: Direct Effects (Content Creation Dimensions → Purchase Intention)

Hypothesis	**Beta**	**t-value**	**Sig.**	**Decision**
Ho1: Credibility→CPI	0.38	5.12	0.000	Significant
Ho2: Informativeness → CPI	0.31	4.21	0.000	Significant
Ho3: Authenticity → CPI	0.27	3.78	0.000	Significant
Ho4: Entertainment → CPI	0.09	1.34	0.183	Not Significant

Source: Authors' Computation (2026)

Table 4.4 above shows that credibility, informativeness, and authenticity significantly drive purchase intention. Entertainment value has minimal influence.

4.5: Direct Effects (Content Creation Dimensions → Market Psychology)

Hypothesis	**Beta**	**t-value**	**Sig.**	**Decision**
H05: Credibility → MP	0.42	5.85	0.000	Significant
H06: Informativeness → MP	0.36	4.98	0.000	Significant
H07: Authenticity → MP	0.29	4.02	0.000	Significant
H08: Entertainment → MP	0.11	1.59	0.113	Not Significant

Source: Authors' Computation (2026)

Credibility, informativeness, and authenticity strongly influence market psychology, while entertainment value has negligible effect.

4.6: Market Psychology → Purchase Intention

Hypothesis	Beta	t-value	Sig.	Decision
Ho9: MP → CPI	0.54	7.21	0.000	Significant

Source: Authors' Computation (2026)

Table 4.6 above shows that positive psychological responses strongly increase customer purchase intention.

4.7: Mediation Analysis

Hypothesis	Effect	Decision
H10: MP mediates Content Creation → CPI	Partial mediation confirmed	Significant

Source: Authors' Computation (2026)

Market psychology partially mediates the relationship between content creation dimensions and purchase intention. Credibility, informativeness, and authenticity influence purchase intention both directly and indirectly via market psychology.

4.8: Structural Equation Model Fit

Fit Index	Value	Recommended	Interpretation
CFI	0.95	≥0.90	Good Fit
TLI	0.94	≥0.90	Good Fit
RMSEA	0.062	≤0.08	Acceptable
SRMR	0.046	≤0.08	Good Fit

Source: Authors' Computation (2026)

The structural model fit was assessed using multiple goodness-of-fit indices, including the Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). The results indicate that the model demonstrates an overall good fit. Specifically, the values of CFI (0.95) and TLI (0.94) exceed the recommended threshold of 0.90, indicating a good fit of the model. The RMSEA value of 0.062 falls within the acceptable range (≤ 0.08), suggesting a reasonable approximation error, while the SRMR value of 0.046 indicates a good fit as it is below the recommended threshold of 0.08.

Generally, these fit indices collectively confirm that the model is well-specified and suitable for testing the hypothesized relationships among Content Credibility, Content Informativeness, Content Authenticity, Entertainment Value, Market Psychology, and Purchase Intention.

5. SUMMARY OF FINDINGS

This study set out to examine the influence of content creation dimensions on customer purchase intention among online shoppers in Nigeria, with market psychology serving as a mediating variable. Drawing on empirical evidence, the analysis yielded several key findings that contribute to a deeper understanding of how digital content shapes consumer behaviour in an emerging market context.

First, the study found that three dimensions of content creation: credibility, informativeness, and authenticity exert significant positive effects on customer purchase intention. This suggests that when online shoppers perceive digital content as trustworthy, informative, and genuine, they are more likely to develop a propensity to purchase.

Second, entertainment value was found to have no significant effect on purchase intention. This finding is particularly revealing, as it challenges the widespread assumption that entertaining content automatically translates into consumer action. In the Nigerian online retail environment, it appears that entertainment alone holds limited sway over purchase decisions.

Third, the study revealed that content creation dimensions exert a significant influence on market psychology, with credibility and informativeness emerging as the strongest drivers. This indicates that the way consumers perceive, trust, and emotionally respond to digital content is largely shaped by how credible and informative that content is.

Fourth, market psychology was found to have a significant influence on customer purchase intention. This underscores the importance of internal psychological states, such as trust, perception, and emotional engagement, as critical determinants of whether consumers move from content exposure to actual purchase readiness.

Fifth, and perhaps most importantly, the study established that market psychology partially mediates the relationship between content creation dimensions and customer purchase intention. This finding affirms that while content creation can directly influence purchase intention, a substantial portion of its effect is transmitted through the psychological states of the consumer. In other words, content does not operate in a vacuum; its impact is filtered through the consumer's mental and emotional landscape.

6. CONCLUSION

This study concludes that content creation is a fundamental driver of customer purchase intention among online shoppers in Nigeria. However, its effectiveness is not uniform across all dimensions. Credibility, informativeness, and authenticity emerged as significant predictors of purchase intention, highlighting the value consumers place on content that is trustworthy, informative, and genuine. In contrast, entertainment value did not demonstrate a meaningful influence, suggesting that in the Nigerian online shopping context, consumers are less swayed by content designed merely to amuse, and more responsive to content that addresses their informational and trust-related concerns.

Beyond these direct effects, the study reaffirms that consumer behaviour is inherently psychological. Market psychology, encompassing perception, trust, and emotional response plays a pivotal role in shaping how content is received and acted upon. The finding that market psychology partially mediates the content-purchase relationship suggests that content creators and marketers must look beyond surface-level engagement metrics and consider the deeper psychological processes that govern consumer decision-making. In essence, content creation influences purchase intention not only through what it presents, but also through how it shapes what consumers think, feel, and believe.

Taken together, these findings offer a more nuanced understanding of the mechanisms through which digital content translates into behavioural outcomes, particularly within the unique socio-economic and technological landscape of Nigeria.

7. RECOMMENDATIONS

Drawing from the findings of this study, the following recommendations are offered for businesses, content creators, and marketing strategists seeking to optimize their digital content efforts for online shoppers in Nigeria.

i. Prioritize credibility through verifiable content.

Organizations should ensure that all digital content is accurate, transparent, and verifiable. Given the prevalence of online fraud and information asymmetry in Nigeria, content that demonstrates authenticity and provides clear evidence of claims can significantly reduce consumer skepticism and build the trust necessary to facilitate purchase decisions.

ii. Emphasize informativeness to support decision-making.

Content should be designed to deliver clear, relevant, and actionable information that assists consumers in making informed choices. Online shoppers are more likely to engage and convert when content addresses their specific questions, reduces uncertainty, and simplifies the decision-making process.

iii. Build trust through authenticity and transparency.

Content creators should adopt genuine and transparent messaging strategies that reflect the true values and offerings of the brand. Authenticity builds emotional connection and long-term trust which are essential elements for converting casual browsers into committed buyers.

iv. Shape market psychology through strategic content design.

Marketing strategies should intentionally aim to influence consumer perceptions, trust, and emotional responses. Recognizing that market psychology serves as a mediating mechanism, businesses should craft content that not only informs but also builds a positive psychological disposition toward the brand.

v. Avoid overemphasis on entertainment without substance.

While entertainment has its place in digital marketing, businesses should resist the temptation to rely solely on entertaining content to drive purchase intention. In the Nigerian context, entertainment alone is insufficient to convert interest into action. Instead, a balanced approach is recommended - one that integrates entertainment with credibility, informativeness, and authenticity to create content that is both engaging and meaningful.

vi. Adopt a balanced appropriation of content dimensions.

Finally, organizations should adopt a holistic approach to content creation, ensuring that all relevant dimensions are appropriately weighted according to the needs and expectations of their target audience. Over-reliance on any single dimension, particularly entertainment, may yield engagement without corresponding purchase behaviour. A well-rounded content strategy that aligns with the psychological realities of the consumer is more likely to achieve sustained marketing effectiveness.

8. CONTRIBUTION TO KNOWLEDGE

This study contributes to existing literature by operationalizing content creation construct into measurable variables that made it possible to establishing the differential impact of each dimension on purchase intention. It also went a step further to confirm the mediating role of market psychology. The domiciliation of this work in Nigeria helps to enrich our literature in this area.

9. SUGGESTIONS FOR FURTHER STUDIES

Future studies may extend this research by exploring alternative mediating variables such as perceived risk and customer experience, which could offer deeper insights into how content creation influences purchase intention. Additionally, a longitudinal design spanning several years is recommended to capture how consumer responses to digital content evolve over time, addressing the limitations inherent in cross-sectional approaches.

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