



ENHANCING PRODUCTIVITY THROUGH PSYCHOLOGICAL PERSPECTIVES IN THE ERA OF GLOBAL TRANSFORMATION

Faculty of Psychology, Bhayangkara University, Greater Jakarta  
Jakarta, 16 December 2025

## Literature Review: The Influence of Psychological Factors on Purchase Decisions

**Almaira Aura Zahra<sup>1</sup>**

<sup>1</sup>Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia, [202210515104@mhs.ubharajaya.ac.id](mailto:202210515104@mhs.ubharajaya.ac.id)

Corresponding Author: [202210515104@mhs.ubharajaya.ac.id](mailto:202210515104@mhs.ubharajaya.ac.id)

**Abstract:** This study aims to determine the influence of psychological factors on consumer purchasing decisions through a literature review approach. The study was conducted by analyzing 16 scientific articles published between 2020 and 2025, discussing the relationship between psychological variables and purchasing behavior. The analysis results indicate that psychological factors such as motivation, perception, attitude, and personality play a significant role in shaping purchasing decisions. Motivation and perception are the dominant factors influencing purchase interest and intention, while attitude and personality influence the consistency of consumer behavior towards a particular product or brand. However, these influences can vary depending on the social, cultural, and situational context. Overall, these findings emphasize the importance of understanding psychological aspects in marketing strategies and future consumer behavior research.

**Keywords:** Psychological Factors, Purchasing Decisions, Consumer Behavior, Motivation, Perception.

### Introduction

Consumer behavior is a crucial aspect determining the success of a product's marketing strategy. Purchasing decisions are not simply the result of price and quality considerations, but are also influenced by internal factors such as motivation, perception, learning, attitudes, and personality, which shape consumer behavior patterns (Putri & Suhermin, 2022). In psychology, purchasing decisions are viewed as the result of an individual's cognitive and emotional processes. Psychological factors are the primary foundation explaining why consumers choose, reject, or remain loyal to a product.

Several previous studies have confirmed the role of psychological factors in various consumption contexts. For example, research by Rafi and Rochdianingrum (2023). Showed that trust and psychological factors, such as perceived transaction security, influence purchasing decisions on the Shopee platform. Similar results were found by Nurgianto, Worang, and Lumanauw (2021), who studied media purchasing behavior in Manado, where

psychological factors were shown to significantly influence consumer purchasing decisions. Furthermore, research by Haida et al. (2022) revealed that psychological drives, such as pride and emotional satisfaction, were the primary drivers of the decision to purchase a physical album by the boy group EXO, demonstrating how affective aspects can shape consumption behavior in the context of popular culture.

While most research indicates that psychological factors influence purchasing decisions, several studies also highlight the existence of other variables that can strengthen or weaken this relationship, such as social, cultural, and personal factors (Oley et al., 2024; Maroah & Ulfa, 2021). This suggests that psychological influences on consumer behavior depend on the type of product, consumer experience, and the social environment in which the decision is made. Therefore, it is important to review previous research to gain a more comprehensive understanding of the extent to which psychological factors influence consumer purchasing decisions.

Based on this background, this study aims to systematically review the results of previous research that discusses the influence of psychological factors on consumer purchasing decisions across various product and service contexts. The problem formulation proposed in this study includes: (1) do psychological factors influence consumer purchasing decisions, (2) what psychological factors play a role in purchasing decisions, and (3) if this influence is not significant, what other factors influence purchasing decisions.

## Literature Review

Psychological factors are internal elements that influence how consumers think, feel, and act during the purchasing decision-making process. According to Putri & Suhermin (2022), psychological factors consist of motivation, perception, learning, attitudes, and personality. These factors shape consumers' responses to products and influence preferences, interests, and final purchasing decisions.

Haida et al. (2022) explain that psychological factors not only serve as drivers of consumption behavior but also determine how consumers perceive a product's emotional value. Psychological factors also influence brand loyalty and repeat purchase intensity, depending on consumers' experiences and cognitive evaluations of the product.

Motivation is the primary driver that triggers consumer action to fulfill their needs or desires. Based on Maslow's (1943) theory, motivation arises from basic needs to self-actualization. In the context of purchasing, motivation can be functional (meeting practical needs) or emotional (meeting symbolic and affective needs).

Research by Azizah & Amin (2023) confirms that motivation significantly increases purchase intention, especially for products that offer psychological benefits, such as comfort or prestige. Furthermore, Radiansyah et al. (2024) found that motivation plays a significant role in driving purchase decisions for products that convey identity value, such as outdoor and lifestyle products.

Perception is the process by which individuals select, interpret, and assign meaning to the product information they receive. Perceptions are formed through experience, media exposure, product quality, and brand reputation (Simamora, 2021).

Rafi & Rochdianingrum (2023) showed that perceived security and trust influence purchasing decisions on digital platforms like Shopee. Consumers who have positive perceptions of transaction security tend to be more confident and willing to make a purchase.

Another study by Nurgianto et al. (2021) also emphasized that perceptions of product benefits and quality have a direct influence on digital media purchasing decisions. This

indicates that perception is one of the most dominant psychological factors in shaping consumer judgments.

However, psychological factors can be influenced by external variables such as culture, price, purchasing power, and social dynamics. This demonstrates that purchasing decision-making is a complex process resulting from the interaction of internal and external factors.

### **Research Methods**

This research was conducted using a descriptive narrative approach. This approach was chosen to provide a comprehensive understanding of the influence of psychological factors on consumer purchasing decisions based on theoretical explanations and findings from previous research. The data sources used were scientific articles accessible online. A total of 16 scientific articles published between 2020 and 2025 were selected based on their relevance to the study's focus, namely motivational factors, perceptions, attitudes, and personality in the purchasing decision-making process. The articles reviewed covered various product contexts, such as cosmetics, electronics, digital services, popular culture products, and daily necessities. Each article was analyzed to identify how these psychological factors influence consumer interest, assessment, and purchasing decisions. The findings were then summarized and presented descriptively to examine general patterns and variations in influence across consumption contexts.

### **Result and Discussion**

Based on an analysis of 16 journals, the majority of studies found that psychological factors significantly influence consumer purchasing decisions. In general, the psychological factors most frequently identified in research include motivation, perception, attitude, learning, and personality. Each of these factors plays a distinct role in shaping consumer decisions when selecting and purchasing products.

Motivation acts as a fundamental driver that drives individuals to fulfill their needs or desires. Motivation can be functional, such as the need to acquire items useful in daily life, or emotional, such as the desire for pride, comfort, and recognition. For some types of products, particularly those related to lifestyle or identity, motivation can be related to the desire to project a certain image. For example, a person may choose a particular brand not only for its quality, but also because the product is perceived to represent their personality or social status. Thus, motivation not only generates the desire to purchase but also determines the type of product perceived to fulfill these psychological needs.

Furthermore, perception plays a role in shaping how consumers assess and interpret information about a product. Perceptions can be formed through experience, exposure to advertising, recommendations from others, and brand reputation. Consumers not only view products objectively but also through subjective assessments influenced by expectations and prior knowledge. When perceptions of a product are positive, such as perceived quality, safety, or suitability, the purchase decision tends to be toward acceptance. Conversely, negative perceptions can inhibit purchase intentions, even if the product has clear advantages.

Consumer attitudes also play a crucial role. Attitudes reflect a consumer's predisposition to like or dislike a product and are formed through experience, knowledge, and emotions. Positive attitudes typically strengthen purchase intentions because consumers feel confident in the benefits or value they will gain from the product. Consumers who

already have a positive attitude toward a brand typically demonstrate long-term loyalty, even continuing to choose that brand despite numerous alternatives on the market. Attitudes influence not only initial purchase decisions but also repeat purchase decisions.

Personality influences consumption preferences through relatively stable psychological characteristics within individuals. Consumers with a personality that likes to experiment tend to be attracted to innovative products, while cautious consumers will choose based on convenience and safety considerations. These personality differences explain why two people in the same situation and environment can make different purchasing decisions. Personality helps determine each individual's unique style, tastes, and consumption patterns.

While psychological factors play a significant role, their influence is not always independent. In some situations, purchasing decisions are also influenced by environmental factors such as culture, social trends, economic conditions, or specific circumstances. When these external factors are strong, consumers can demonstrate a purchase decision that differs from typical psychological tendencies. This suggests that purchasing decision-making is a dynamic process influenced by the interaction of internal and external factors.

Overall, the results of this study confirm that understanding psychological factors is crucial in explaining consumer purchasing behavior. Psychological factors shape how consumers think, feel, and choose, thus providing a crucial foundation for marketing strategies and product communications.

## Conclusion

It can be concluded that psychological factors play a significant role in influencing consumer purchasing decisions. Factors such as motivation, perception, attitude, and personality consistently emerge as key determinants in the purchasing decision-making process. Motivation serves as the initial impetus that draws consumers to a product, while perception determines how individuals assess and interpret information about a product or brand. A positive attitude toward a product strengthens purchase intentions, and personality influences preferences and shopping styles. However, the influence of psychological factors is not a single factor. In some contexts, their influence can be influenced by social, cultural, and situational factors, such as economic conditions and the development of digital technology. Therefore, it can be concluded that understanding consumer psychology is crucial for companies and marketers in designing more effective communication, promotion, and service strategies.

## Bibliography

- Azizah, Y., & Amin, S. (2023). Online Purchase Through Motivation and Satisfaction on Repeat Intention: The Concept of Self-Determination Theory. *ABM: International Journal of Administration, Business, and Management*, 5(1), 41-60.
- Fajri, H. A. (2023, October). Analysis of the Influence of Cultural, Social, Psychological, and Personal Factors on Consumer Purchasing Decisions at the All-U-Can-Eat Oppa BBQ Restaurant in Pekanbaru City. In *Proceedings of the National Seminar on Economics, Business, and Accounting* (Vol. 3, pp. 719-727).
- Febryanty, I., & Suryowati, B. (2021). Psychological Factors and Trust in Cosmetic Product Purchase Decisions. *Complexity: Scientific Journal of Management, Organization, and Business*, 10(2), 22-30.

- Haida, R., Sari, A., Bursan, R., & Nabila, N. I. (2022). The Influence of Personal and Psychological Factors on Purchase Decisions for Physical Albums of Boy Group EXO in Indonesia. *Journal of Competitive Marketing*, 5(2), 169-179.
- Handayani, S. W. (2023). THE INFLUENCE OF PSYCHOLOGICAL FACTORS ON APPLE SMARTPHONE PURCHASE DECISIONS. *Journal of Economics and Management*, 2(2), 167-180.
- Kurniasari, G. L., & Nurhayati, N. (2022). Analysis of the Influence of Consumer Behavior Factors Moderated by Psychological Factors on Online Retail Product Purchase Decisions During the Covid-19 Pandemic (Case Study of Students of the Faculty of Economics, Muhammadiyah University of Semarang). In *Proceedings of the Unimus National Seminar* (Vol. 5).
- Maimunah, S., Putri, Y. D., & Suriana, S. S. (2023). The Influence of BPOM Labeling, Word of Mouth, and Psychological Factors on Purchasing Decisions for Fair and Lovely Cosmetic Products. *Visionary & Strategic Journal*, 12(1), 49-56.
- Maroah, S., & Ulfa, M. (2021). The Influence of Cultural, Social, Personal, and Psychological Factors on Purchasing Decisions for Processed Marine Fish Products. *Improvement: Journal of Management and Business*, 1(2), 126-135.
- Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370–396.
- Natanael, K. (2020). The Influence of Cultural, Social, Personal, and Psychological Factors on Purchasing Decisions for Generation Y Xiaomi Smartphones in Surabaya. *Agora*, 8(1), 358-388.
- Nurgianto, B., Worang, F. G., & Lumanauw, B. (2021). Analysis of the Influence of Psychological Factors on Consumer Decisions to Purchase Tribun Manado News in Manado City. *Aksara: Journal of Non-Formal Education*, 7(2), 537-550.
- Oktaviani, N. (2025, April). The Influence of Social and Psychological Influences on Purchase Decisions for Palembang Songket Cloth. In *MDP Student Conference* (Vol. 4, No. 2, pp. 670-676).
- Oley, D. G. B., Hendra, N., & Tielung, M. V. (2024). The Influence of Personal and Psychological Factors on Purchase Decisions at Airmadidi Fresh Mart in North Minahasa. *EMBA Journal: Journal of Economics, Management, Business, and Accounting Research*, 12(4), 459-468.
- Putri, H. A., & Suhermin, S. (2022). The Influence of Cultural, Social, Personal, and Psychological Factors on Purchasing Decisions. *Journal of Management Science and Research (JIRM)*, 11(4).
- Radiansyah, R., Ismunandar, I., & Ovriyadin, O. (2024). The Influence of Psychological Factors on Product Purchasing Decisions (Case Study of the Eiger Store, Bima Branch). *JUEB: Journal of Economics and Business*, 3(3), 24-28.
- Rafi, A. D., & Rochdianingrum, W. A. (2023). The Influence of Price, Trust, and Psychological Factors on Consumer Purchasing Decisions on the Shopee Platform. *Journal of Management Science and Research (JIRM)*, 12(11).
- Rahmawati, B., Soedarto, T., & Yuliati, N. (2024). The Influence of Personal and Psychological Factors on the Purchase Decision of Sajiku Instant Seasoning at Surya Mart, Ponorogo Regency. *Respati Scientific Journal*, 15(1), 36-47.
- Simamora, B. (2021). Consumer Perception and the Purchasing Decision Process. *Journal of Business and Management Research*, 6(2).

Wijayanti, R. F., Evelina, T. Y., Budiarti, L., & Pribadi, J. D. (2023). The Influence of Consumer Psychological Factors as Drivers of Online Purchasing Decisions. *J-MACC: Journal of Management and Accounting*, 6(2), 236-247.