



ENHANCING PRODUCTIVITY THROUGH PSYCHOLOGICAL PERSPECTIVES IN THE ERA OF GLOBAL TRANSFORMATION

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

Psychological Literature Review on Consumers: Motivation Theory as a Driver of Purchase Intention

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Abstract: In marketing a product, it is crucial for businesses to understand consumer behavior to ensure effective and targeted marketing strategies. This is inseparable from the motivational factors that influence product purchases. The method used in this research is descriptive narrative, which means a qualitative analysis method that describes and describes research data in the form of a story (narrative) that is complete and relevant to this research. The results of this study indicate that motivation, as a psychological factor, significantly influences consumer purchasing interest. Several factors that trigger consumer motivation in driving purchasing interest include price suitability, quality, product availability, and product alignment with current trends.

Keywords: Motivation, Purchase Interest, Consumer Psychology

Introduction

The contemporary business world is characterized by intense and dynamic competition, where products and services often share high functional similarity. In this context, competitive advantage no longer relies solely on the physical attributes of a product, but rather on a company's ability to understand and respond to the emotional and psychological needs of consumers. Consumer behavior is a multidimensional discipline that examines the complex processes undertaken by individuals, groups, or organizations when selecting, purchasing, using, and disposing of products or services.

In an increasingly competitive business and marketing landscape, the success of a company is no longer determined merely by product quality, but also by its ability to understand and influence consumer purchasing decisions. Consumer behavior is a complex phenomenon that crosses economic and social, and most fundamentally, psychological aspects. A deeper understanding is needed of how concrete motivational indicators (such as product price, product quality, product availability, and social trends) collectively operate in driving purchase intention.

Literature Review

The Influence of Consumer Psychological Factors as Drivers of Online Purchase Decisions, Rena Feri Wijayanti, Tri Yulistyawati E., Lina Budiarti, Joni Dwi Pribadi, Publisher: J-MACC Journal of Management and Accounting Volume: 6, No. 2, October 2023, Research Findings: Based on the findings of this study, psychological factors—including motivation, perception, learning, beliefs, and attitudes—have a significant influence on purchase decisions, particularly among Generation Z consumers who shop on Shopee. In formulating marketing strategies targeted at consumers categorized as digital natives, such as Generation Z, it remains essential to consider and pay close attention to their psychological aspects. These factors serve as a fundamental basis requiring deeper examination, alongside other variables that may also affect purchasing decisions.

The Influence of Consumer Motivation, Price Perception, and Quality Perception on Purchase Intention of Private Label Products, Fitratul Aeni, H. Muhammad Hidayat, Fitriany, Publisher: Journal The Manusagre Volume: 2, No. 1 | December 2022: pp. 216–230, Research Findings: High motivation among consumers is a key factor that increases their interest in making a purchase. Price perception refers to how price information is fully understood and given meaning by consumers. Quality perception becomes one of the determinants influencing whether consumers will buy a product. Consumer motivation has a higher beta value compared to the beta values of the two other variables—price perception and quality perception.

The Influence of Consumer Attitudes and Motivation on Purchase Intention at Dilla Store, Nurul Fadilla, Ita Purnama, Publisher: Journal of Student Research (JSR) Volume: 1, No. 5, September 2023, Research Findings: Dilla Store need to continually improve the quality of its services provided to customers, enhance its facilities, and improve the physical environment of the store by strengthening its store atmosphere to attract consumers. Dilla Store must also pay close attention to pricing decisions so that customers remain satisfied with the products offered. Price plays a very important role in business and marketing activities, as it affects consumer attitudes and motivation toward purchasing products at Toko Dillaa. Therefore, it is recommended that Dilla Store consistently monitor and maintain appropriate pricing in order to preserve customer loyalty.

Understanding Consumer Behavior: A Review of Psychological Aspects in Purchase Decisions and Marketing Strategies, Nur Hidayatul Istiqomah, Syahrotul Magfiroh, Zia Nafisa Habibana, Publisher: Journal HEI EMA, Vol. 3, No. 3, 2024, Research Findings: Consumer motivation, for example, can serve as a primary driver behind purchase decisions, while consumer perceptions and attitudes toward a brand or product can influence their preferences. Trust and emotions also have a significant impact, as consumers' trust in a brand or company affects their loyalty and future purchasing decisions. Customers tend to be more loyal to brands that provide pleasant experiences, from the purchasing process to after sales service. Customers also tend to choose brands they trust and feel aligned with in terms of the values the brand communicates. When trust is established, customers are more likely to return and make repeat purchases, as well as recommend the brand to others.

Consumer Psychology What Motivates Them to Buy? Panduru Andrei Dorian, Stan Florin Alexandru, Mihaita Ichim Alexandru, Popescu Nicoleta, Publisher: Annals of the Constantin Brâncuși University of Târgu Jiu, Economy Series, Issue 2/2025, Research Findings: Furthermore, businesses must continuously adapt to shifts in consumer behavior driven by cultural trends, technological advancements, and economic factors. Staying attuned to these changes and leveraging consumer psychology insights will empower marketers to create

relevant, impactful campaigns that resonate in an ever-changing marketplace. By fostering authentic connections and addressing the nuanced needs of their audiences, brands can build trust and enhance their reputations.

Research Methods

The research method used is a literature review. A literature review involves examining data from various references and previous research relevant to the current study in order to obtain a theoretical foundation for the problem being investigated. Accordingly, the author conducted a review of several journals related to motivation in driving purchase intention within the psychological aspects of consumers.

Result and Discussion

Consumer Psychology

According to Hawkins, Best, and Coney, consumer psychology is the study of the processes involved in the selection, determination, acquisition, use, and disposal of products, services, experiences, or ideas by individuals, groups, or organizations to satisfy their needs, as well as the effects of these processes on consumers and society. Psychological factors in consumer behavior are taught comprehensively in consumer psychology, making it more than just marketing, sales, or purchasing theory. Instead, it examines concrete aspects that influence various elements within consumer psychology. According to Munandar, consumer psychology or consumer behavior is the study of the behavior of society in a broad sense toward goods and services, where the community acts as consumers. For example, it explains what choices are made and why those choices occur.

According to Mangkunegara, consumer psychology is the actions undertaken by individuals, groups, or organizations related to the decision-making process of acquiring and using goods or financial services, which are influenced by the environment. This includes one of the cognitive factors in consumer behavior, which involves the interconnected relationship between consumers and sellers, as well as between purchasing decisions and marketing. This, it can be concluded that consumer psychology is a discipline that studies the entire series of actions and mental (cognitive) processes involved when individuals or groups make decisions to select, acquire, use, and dispose of products or services. The goal is to understand the underlying reasons (psychological factors) behind consumer choices, how the environment influences them, and to analyze the impact of these processes on consumers and society.

Consumer psychology itself refers to the process by which customers choose, purchase, use, and reject products or services. The aim of consumer psychology is to understand the reasons behind the decisions consumers make. By understanding these reasons, we can use this knowledge to refine products, improve services, and develop effective marketing strategies to increase sales. One of the key aspects in consumer psychology is the motivational factor, which influences the consumer's purchasing process.

Motivation in the Context of Consumer Psychology

According to Lake, motivation can be interpreted as a continuous or ongoing need that then creates long-term goals within the consumer. Furthermore, Hawkins & Mothersbaugh explain that motivation is a state of drive that arises from the interests and needs of consumers. Solomon, Bamossy, Askegaard, and Hogg state that motivation is a process that illustrates how consumers behave. Kardes, Cronley, and Cline also describe motivation as a force or drive that moves an individual to act or do something. Motivation is

certainly important to study further in the field of marketing because through motivation, marketers can gain insights that serve as clues to the reasons behind consumer attitudes. In other words, motivation becomes a fundamental basis for consumer behavior.

The discussion of motivation cannot be separated from consumers because almost all aspects of motivation are linked to customer satisfaction. Many factors influence and determine motivation in relation to the success of managerial activities, especially those involving consumers. In business activities, pursuing profit is natural, as long as achieving those profits does not harm many parties. Therefore, in achieving business goals, there are limits that must be observed. The interests and rights of others need to be considered, and to obtain greater results, businesses naturally need to attract as many consumers as possible.

Ethical behavior in business activities is essential for the sustainability of the business itself. Unethical business practices will harm the business, especially from a long-term perspective; therefore, various theories related to consumer motivation are needed. A good business is not only one that is profitable, but also one that is morally sound. Good behavior, including in a business context, is behavior that aligns with moral values. McClelland's Motivation Theory (three fundamental needs) includes: a. Need for Achievement – In business actors, this need often drives them to pursue high levels of accomplishment, seeking products and services that enhance efficiency and increase opportunities for success. b. Need for Affiliation, which involves community-based products designed to fulfill the need for affiliation through social platforms, user clubs, or events that create a sense of belonging and connection. c. Need for Power, which involves using premium or exclusive products to meet the need for power and status, offering a sense of superiority, control, and social recognition.

According to Pham, Consumer Psychology is a branch of psychology that studies how individuals think, feel, and act in the context of purchasing and consuming products or services. This aspect encompasses various factors such as motivation, perception, attitudes, and decision-making processes that influence consumer behavior. In the digital era, consumer psychology has become increasingly complex due to the influence of technology, social media, and data based personalization, which shape consumer preferences and brand loyalty. Understanding consumer psychology enables marketers to develop more effective marketing strategies by tailoring messages and experiences that align with the needs and emotions of the target audience.

According to Hazkia Elfran Mawey, the indicators of consumer motivation are as follows:

- a. Product price, which refers to the overall value of the offering, including the value of all raw materials and services used to create the offering.
- b. Product quality, which is a requirement for a product's value to be able to satisfy customers in accordance with their expectations.
- c. Product availability, which refers to current assets in the form of goods or supplies intended to support operational activities, as well as goods intended to be sold and/or distributed as part of public service delivery.
- d. Trends related to products in the social environment, which refers to products marketed to the public with the aim of influencing the behavior and attitudes of certain community groups.

Motivation as a Driver of Purchase Intention

According to Kotler and Keller, purchase intention is a feeling of interest that arises after receiving a stimulus from a product the consumer sees, prompting them to make a purchase in order to own the product. Kotler and Keller state that purchase intention is a

response to an object that reflects a person's desire to buy, which emerges externally. Furthermore, according to Assael as cited by Sukmawati and Suyono, purchase intention is the stage where consumers form their choices among several brands included in their consideration set. Ultimately, consumers make a purchase of the alternative they prefer the most, or go through a process of purchasing a good or service based on various considerations.

According to Durianto, purchase intention is the desire to own a product. Purchase intention arises when a consumer has been influenced by the quality and performance of a product, as well as information related to the product. Thus, based on the explanations of purchase intention provided by several experts, it can be concluded that purchase intention is a consumer's desire or interest in purchasing a product that they perceive as suitable to their needs or preferences. Purchase intention is an internal response (a feeling of interest/desire) triggered by external stimuli (products or information), which then develops into a process of evaluation and decision-making that ultimately leads to the act of purchasing the preferred product. In simple terms, purchase intention is a critical stage in which initial interest triggered by information and product quality develops into a cognitive selection process that culminates in the decision to make a purchase.

Consumer purchase intention is influenced by consumer motivation, which is believed to be one of the main reasons consumers decide to buy a product. According to Tirajoh, as cited by Ch. Endah Winarti, motivation is a driving force within an individual that compels them to act. Rational motivation refers to purchases based on real factors demonstrated by the product to the consumer, such as functional and objective product attributes. According to Latief, emotional motivation refers to purchases driven by feelings of pleasure—for example, owning certain items may enhance one's social status. Consumers may be influenced by both rational and emotional motivations when making purchasing decisions, they may possess both types of motivation when deciding to make a product purchase.

According to Mayasari, there are four indicators in identifying purchase intention, namely:

- a. Transactional intention, which refers to an individual's tendency to purchase a product.
- b. Referential intention, which refers to an individual's tendency to recommend a product to others.
- c. Preferential intention, which refers to an individual's interest reflected through behavior that shows a primary preference for a particular product. This preference may change if something occurs or if there are changes related to their preferred product.

Conclusion

Based on several journals and reading materials the author has reviewed, all agree that consumer motivation has a significant influence on consumers' purchase intention. The author strongly aligns with the study conducted by Nur Hidayatul et al., titled "Understanding Consumer Behavior: A Review of Psychological Aspects in Purchase Decisions and Marketing Strategies," which states that consumer motivation can be a primary driver behind purchase decisions. Therefore, to increase consumers' purchase intention, several factors that trigger consumer motivation need to be carefully examined and well understood.

Some factors that stimulate consumer motivation in driving purchase intention include price suitability, product quality, product availability, and products that align with

current trends. Based on the indicators of purchase intention, some individuals tend to make an initial purchase and then repeat the purchase within a certain period, and subsequently recommend the product to others. This can be understood as the consumers' deeper needs. With the right understanding, it becomes possible to create effective marketing strategies that greatly influence purchase intention, including strengthening customer loyalty.

Recommendations

The author suggests that both direct and electronic sales should have specific strategies to better understand motivation within the psychological aspects of consumers. This is necessary considering that cultural developments in society may change consumers' perspectives in recent times. It is important to continuously study new trends within society that can enhance consumer purchase intention. Furthermore, future researchers are expected to introduce new variables, such as addressing consumer psychology in the era of globalization and assessing consumer psychological responses in the current digital age so that direct selling can remain competitive with sales on digital platforms.

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