



RESEARCH ARTICLE

Analysis of Consumer Motivation as a Predictor in Increasing Purchase Intention: An Empirical Study on Organic Product Consumers in Malang City

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Abstract

This study aims to analyze the role of consumer motivation as a predictor of increasing purchase intention for organic products in Malang City. Specifically, this research will investigate various aspects of consumer motivation, such as utilitarian, hedonic, and ecological motivations, that impact consumer purchasing decisions. Utilitarian motivation focuses on the functional and health benefits of products, while hedonic motivation assesses the emotional satisfaction and positive experiences gained by consumers. On the other hand, ecological motivation relates to consumer awareness of environmental issues and product sustainability. The type of research used is quantitative, with sampling done using the purposive sampling method. The research findings indicate that consumer motivation (utilitarian, hedonic, and ecological) influences their purchase intention toward organic products. This research is expected to contribute to producers in designing more effective marketing strategies by understanding the motivational factors that drive consumers to purchase organic products and to offer vital perspectives on the development of the organic product business in an increasingly competitive market.

Keywords: Utilitarian Motivation, Hedonic Motivation, Ecological Motivation, Purchase Intention, Organic Products.

Introduction

Sustainable development aims to achieve economic growth for social progress without harming the environment (Diaz-Sarachaga, 2021). The United Nations (UN) has established a universal policy, the Sustainable Development Goals (SDGs), to address social, economic, and environmental issues worldwide. One of the SDGs' goals is to ensure sustainable consumption and production patterns. Research conducted by Mkhize & Ellis (2023) reveals that one of the SDGs' goals is to ensure sustainable consumption and production.

Unsustainable production and consumption patterns are the leading causes of climate change, biodiversity loss, and pollution (UN, 2022). Earth's resources are also being consumed too quickly to be regenerated due to various factors, including overconsumption and waste, deforestation and environmental destruction, and improper environmental utilization (TWC, 2022). Therefore, consumer education on sustainable consumption and lifestyles is needed (UN, 2023). A study conducted in Germany by Stefanovic (2022) stated that the most discussed SDG goal is the use of organic food.

The Indonesian government is currently encouraging increased consumption of organic products as part of its efforts to improve public health. This aligns with the statement by the Secretary of the Directorate General of Animal Husbandry and Health (Ditjen PKH) of the Ministry of Agriculture, who emphasized the importance of increasing public awareness of organic product consumption, considering that these products are considered healthier and of better quality (Suryani, 2022). Additionally, the global trend in organic product development is also driven by increasing consumer awareness of the importance of healthy eating through more natural food choices with minimal chemical residues.

One of the areas in Indonesia that produces organic products is Malang City, with a strong surrounding agricultural background.

The Malang City Government continues to strive to increase the number of organic farmers to obtain certification. With this organic farming certification, the market share of organic products with guaranteed quality can be expanded (Febrianto, 2021). Organically processed products are becoming increasingly popular because they do not use harmful chemicals in their production process and are also environmentally friendly. This advantage naturally attracts attention and is increasingly sought after by consumers who have a healthy lifestyle and are concerned about environmental impact (Yolanda & Fatikhah, 2024).

Organic food production is recognized as a sustainable practice that can contribute to achieving the Sustainable Development Goals (SDGs) (FAO, 2023). Consumers' desire to buy and use organic products is not unrelated to consumer motivation. Consumers have diverse demands and various factors that influence their purchasing decisions. Therefore, marketers need to understand the underlying motivations behind these purchasing decisions so they can adjust their marketing strategies accordingly.

This consumer motivation was initially divided into two: utilitarian motivation (UM) and hedonic motivation (HM). Utilitarian motivation is related to rational reasons, considering the functional advantages of a product or focusing more on its objective characteristics. The utilitarian aspect of attitudes toward behavior is related to the benefits, value, and wisdom of the behavior as perceived by customers (Won & Kim, 2020). Hedonic motivation, on the other hand, is consumer consideration based on psychological factors related to pleasure, impulsiveness, pride, emotions, and other subjective feelings. In the context of environmentally conscious consumption patterns, hedonic motivation can encourage individuals to choose eco-friendly products, not only for their functional benefits but also for the positive emotions that arise from engaging in sustainable actions (Acosta & Barcellos, 2025).

Consumer motivation refers to the state in which an individual is compelled to make decisions to attain objectives (Putri et al., 2021). Consumer attitudes on the acquisition of organic food significantly influence the prediction of purchase intention (Ercis, Yildiz, & Deveci, 2020; Sadiq et al., 2021; Ut-Tha, Lee, & Chung, 2021). Studies on consumption motivation reveal that a combination of hedonic, utilitarian, and social benefit incentives may influence consumption exchanges (Fallo & Guetha, 2022).

Utilitarian value is the consumer's assessment of a product's functional attributes. Utilitarian motivation is related to goal-

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oriented shopping behavior, which focuses more on making the best purchasing decisions and is associated with needed needs (Li et al., 2020). Utilitarian shopping value represents a rational and non-emotional purchasing behavior that emerges when an individual seeks to use resources efficiently (Kamboj et al., 2023). Consumers will exhibit increased rationality when a product offers superior value compared to alternatives, attributable to factors such as convenient packaging, accessibility, or enhanced benefits (Faruq et al., 2023).

Hedonic shopping motivation refers to an individual's desire to shop in order to satisfy psychological needs, especially those related to feelings, satisfaction, prestige, and other emotional experiences (Evangelin et al., 2021). Hedonic shopping motivation is a consumer's desire to shop related to their emotional feelings, such as emotions, satisfaction, prestige, and other subjective feelings. Hedonistic motivation drives individuals to meet their excessive social, aesthetic, and lifestyle demands (Widagdo & Roz, 2020). This motivation can influence consumer emotions and make them want to stay in the store longer or browse products (Durrani et al., 2023). When these emotional and behavioral effects are combined, the result can increase the number of consumer purchases (Mark et al., 2013).

As modern consumers become increasingly diverse, their motivations take on various forms beyond utilitarian and hedonic motivations. One potential motivation is ecological motivation, which has been largely studied in the context of recycling and reuse consumption. Ecological motivation refers to an individual's internal drive to choose and purchase products or services that they believe have a positive impact, or at least minimize a negative impact, on the environment (Shimul et al., 2022). Ecological motivation, related to environmental concern, can evoke empathy in consumers, which in turn fosters positive attitudes and increases the likelihood of choosing environmentally friendly products (Teng & Lu, 2016).

Along with the positive trend of healthy and environmentally conscious lifestyles, another motivation has emerged, known as ecological motivation (Won & Kim, 2020). This ecological motivation is based on consumer concern for sustainability and the environment. Motivation can shape individuals' positive attitudes toward environmentally friendly products, which will further increase their purchase interest (Harsono et al., 2023). Consumers with ecological motives tend to choose alternative products that consider animal welfare and environmental sustainability as a way to avoid actions that harm animals or ecosystems (Shimul et al., 2022).

Current Ecology can be defined as the branch of science that studies the interdependent interactions between living organisms and their environment. This science focuses on understanding the reciprocal relationships between organisms and their surrounding environmental elements (Hajiheydari & Delgosha, 2023). Sustainable consumption is the result of environmentally responsible consumer decision-making based on their needs (Kuswati et al., 2021). Practicing sustainable consumption means being an ethical consumer, which means feeling responsible for the world's social and environmental problems and addressing them through one's own behavior (Herziger et al., 2020). Sustainable consumption refers to the utilization of products and services to satisfy fundamental needs and enhance quality of life, while minimizing the consumption of natural resources and chemicals, and eradicating waste and pollutants to safeguard the requirements of future generations (Conte et al., 2021). Additionally, consumer awareness of health and sustainability has impacted the growing demand for organic products in the global market. Global trade in organic products reached USD 25 trillion in 2022, with USD 1.9 trillion, or 10.7 percent of that total, coming from environmentally friendly products (Widi, 2023). Despite considerable interest in organic products, businesses targeting this market segment still face various challenges in increasing consumers' purchase intentions for their products. Although consumers show interest in the products offered, that interest does not always translate into a purchase decision.

Purchase intention is one of the most crucial aspects of marketing because it reflects the likelihood of consumers purchasing after considering the product. Therefore, a profound understanding of the factors influencing consumer purchase intention is crucial. This can help companies formulate more targeted marketing strategies. By understanding consumer behavior and motivations, companies can develop more effective tactics to

convert intentions into tangible actions, as well as increase customer loyalty and competitiveness in the organic product market. The intention to buy generates motivation that remains deeply ingrained in a person's mind and develops into a strong desire, ultimately driving consumers to realize their desired outcome as they strive to fulfill it.

Purchase intention is the motivation or desire that indicates a person's effort or readiness to exhibit buying behavior. The greater a person's intention to buy, the greater the likelihood of buying behavior. Intention is assumed to describe motivational factors that impact behavior; it indicates how strongly someone is willing to try and how far they will go. This interest is a behavioral disposition; when the right time and situation arrive, there will be a change in intention into action (Ridha et al., 2024). Before a customer purchases an item, they will have awareness or an intention to buy it. The purchase intention occurs when a person has a behavioral tendency to buy desired goods (Nadiya and Ishak, 2022). The expectation of buying can also arise when there are several motivators influencing buyers to purchase items they are interested in. Some factors considered capable of influencing customers' purchase intentions for a product include the style of offering with publication content through virtual entertainment, promotional content of the offering through web-based entertainment, impulsive brand image, and beneficial brand image (Santosa & Sander, 2024).

Method

This research was conducted on consumers of organic products in Malang City, East Java. This research employs a quantitative methodology with a purposive sampling technique. The principal data for this research was collected by questionnaires distributed to 220 respondents; however, only 196 replies were deemed appropriate for further analysis. A total of 96 respondents were male, or 49%, and 100 respondents were female, or 51%. The most common age range among respondents was 17-25 years old (62%), followed by 26-35 years old (24%), 36-45 years old (9%), and over 45 years old (5%). The highest educational qualification of the respondents who filled out the survey was high school/vocational school, with 114 respondents, followed by Bachelor's degrees with 62 respondents; the rest were Diploma and Postgraduate degrees. The types of work for the respondents varied, but the highest was private employees with 51% of respondents, followed by self-employed individuals at 18%. In terms of income, 93 respondents had an income of less than 3.5 million, and 79 respondents had an income between 3.5 and 5 million.

The measurement scale used is a five-point Likert scale with 17 statement items. Utilitarian Motivation (UM) consists of 4 statement items adapted from Indrawati et al. (2022), Hedonic Motivation (HM) consists of 5 statement items adapted from Indrawati et al. (2022), Ecological Motivation (EM) consists of 3 statement items adapted from Won & Kim (2020), and Purchase Intention (PI) consists of 5 statement items adapted from Teixeira et al. (2022) and Lupindo et al. (2024). This study employs data analysis methods with Smart-PLS software version 3.0. PLS (Partial Least Squares) is a variance-based structural equation modeling (SEM) analysis that can be used simultaneously to test both the measurement model and the structural model. These measurements have been tested for validity and reliability, which indicated that each indicator is valid and each variable is reliable, making them suitable for analysis.

Results and Discussion

Validity Test

The outer loading value serves to assess convergent validity. An outer loading value exceeding 0.7 indicates that the indicator satisfies the criteria for convergent validity in the satisfactory range (Hair et al., 2010). The outcomes of the convergent validity assessment are presented in the subsequent table:

Table 1. Validity Test

Variables	Indicators	Outer Loading	Description
Utilitarian Motivation (X1)	UM1	0.811	Valid
	UM2	0.917	Valid
	UM3	0.809	Valid
	UM4	0.861	Valid
Hedonic Motivation (X2)	HM1	0.829	Valid
	HM2	0.792	Valid

Ecological Motivation (X3)	HM3	0.938	Valid
	HM4	0.885	Valid
	HM5	0.775	Valid
	EM1	0.835	Valid
	EM2	0.914	Valid
Purchase Intention (Y)	EM3	0.724	Valid
	PI1	0.769	Valid
	PI2	0.877	Valid
	PI3	0.925	Valid
	PI4	0.779	Valid
	PI5	0.778	Valid

Source: Processed primary data, 2025

Reliability Test
Table 2. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	AVE	Keterangan
Ecological Motivation	0.766	0.866	0.685	Reliable
Hedonic Motivation	0.899	0.926	0.715	Reliable
Utilitarian Motivation	0.873	0.912	0.723	Reliable
Purchase Intention	0.886	0.917	0.688	Reliable

Source: Processed primary data, 2025

The table above indicates that all assessed variables satisfied the necessary reliability standards, including Cronbach's Alpha and Composite Reliability. All variables exhibited a Cronbach's Alpha score more than 0.7 and a composite reliability score exceeding 0.7. The research model is dependable and suitable for more testing.

Structural Model (Inner Model)

R-squared is used to determine the extent of the influence of independent latent variables on the dependent latent variable. The results of the R-Square test are as follows:

Table 3. Structural Model

Variables	R-Square	Adjusted R-Square
Purchase Intention (Y)	0.718	0.713

Source: Processed primary data, 2025

The R-squared value is 0.718. This indicates that the research model can explain 71.8% of the variability in the research data, and the remaining 28.2% is due to factors outside the research model.

Hypotheses Test

To evaluate the research hypothesis, path coefficients were used. With an alpha of 5% (0.05), a t-table value of 1.974, a p-value < 0.05, and a statistical value > t-table, the significance level of this research was assessed. The results of measuring path coefficients can be used to determine the value of direct effects, and the results of measuring specific indirect effects on the measurement. Bootstrapping can be used to determine the value of indirect effects. The results of the path coefficient are as follows:

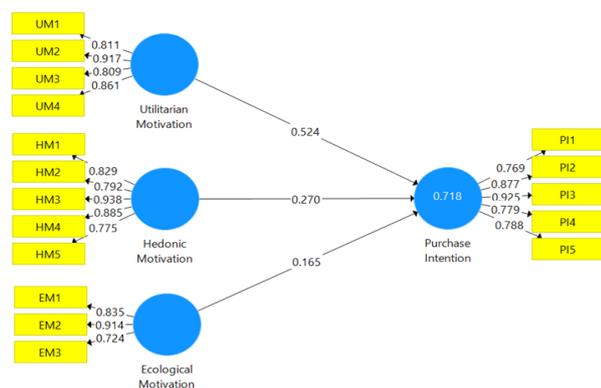


Figure 1. Bootstrapping Output

Source: Processed primary data, 2025

The results of the hypothesis testing regarding the direct effect are shown in Table 4 with the following explanation:

- a. The T-statistic value of Utilitarian Motivation (X1) toward Purchase Intention (Y) is greater than the t-table (1.974), which is 10.793, with an original sample result of 0.524 and a P value < 0.05 of 0.000. This result indicates that Utilitarian Motivation has a positive and significant effect on Purchase Intention. Based on these results, H1 in this study is accepted.
- b. The T-statistic value of Hedonic Motivation (X2) toward Purchase Intention (Y) is greater than the t-table (1.974), which is 4.997, with an original sample result of 0.270 and a P value < 0.05 of 0.000. This result indicates that Hedonic Motivation has a positive and significant effect on Purchase Intention, based on these results, H2 in this study is accepted.
- c. The T-statistic value of Ecological Motivation (X3) toward Purchase Intention (Y) is greater than the t-table (1.974), which is 5.047, with an original sample result of 0.165 and a P value < 0.05 of 0.000. This result indicates that Ecological Motivation.

Discussion

The Influence of Utilitarian Motivation (UM) on Purchase Intention (PI)

This study shows an original sample value of 0.524, a p-value of 0.000, which is less than 0.05, and a t-statistic of 10.793, which is greater than the t-table (1.974). These results indicate that utilitarian motivation has a positive and significant effect on purchase intention. In the context of organic product consumers, utilitarian motivation has a significant positive influence on purchase intention. This aligns with the research by Durrani et al. (2023) and Espinoza et al. (2024), which states that the intention to purchase environmentally friendly (organic) products is significantly influenced by utilitarian motivation. Additionally, Indrawati et al. (2022) also revealed research findings indicating that utilitarian motivation has a significant positive effect on consumers' shopping intentions.

This result indicates that the higher the utilitarian motivation, the greater the consumer's intention to make a purchase, particularly for organic products. Consumers do not view shopping as a form of entertainment but rather as a goal-oriented effort to identify the most efficient and effective solutions for their functional needs, such as health, food security, and environmental sustainability. This decision-making process involves careful information gathering and cognitive evaluation of organic product attributes, including their health benefits, certifications, and environmental impact. Purchase motivation peaks when consumers identify that the organic product objectively offers the best utility. Thus, purchasing organic products becomes a logical step in solving the functional problems faced by consumers, making the drive to complete the transaction intense and focused.

The Influence of Hedonic Motivation (HM) on Purchase Intention (PI)

This study shows an original sample value of 0.270, a p-value of 0.000 (less than 0.05), and a t-statistic of 4.997 (greater than the t-table value of 1.974). The research results indicate that hedonic motivation has a significant positive influence on purchase intention. This aligns with the research by Durrani et al. (2023) and Espinoza et al. (2024), which states that the intention to purchase environmentally friendly (organic) products is significantly influenced by hedonic motivation. This research examines how consumer motivation influences purchasing decisions for environmentally friendly products. This result is also supported by the research of Acosta & Barcellos (2025), which states that purchase motivation positively influences product purchase intention, especially for green or organic products.

This finding indicates that the higher the hedonic motivation consumers possess, the greater their intention to make a purchase, including for organic products. When consumers are driven by hedonic motivation, the focus of shopping shifts from fulfilling functional needs toward seeking enjoyable and emotionally satisfying experiences. In the context of organic products, this experience can stem from the perception of a healthy lifestyle, a connection with nature, and psychological satisfaction from making ethical and sustainable choices. The shopping process becomes a form of entertainment and self-expression, so organic products that

Table 4. Hypotheses Test

Variables	Origin Sample (O)	T- Table	T- Statistik	P- Values	Description
Utilitarian motivation => Purchase Intention	0.524	1.974	10.793	0.000	Statistically Significant
Hedonic motivation => Purchase Intention	0.270	1.974	4.997	0.000	Statistically Significant
Ecological motivation => Purchase Intention	0.165	1.974	5.047	0.000	Statistically Significant

Source: Processed primary data, 2025

evoke positive emotions, a perception of a healthy and ideal life, or a sense of pride in contributing to the environment will have a strong emotional appeal. In this case, the decision to buy is not simply about owning goods, but rather a way to gain pleasant and meaningful emotional experiences.

The Influence of Ecological Motivation (EM) on Purchase Intention (PI)

This study presents an original sample value of 0.165, a p-value of 0.000 (which is less than 0.05), and a t-statistic value of 5.047 (which exceeds the t-Table value of 1.974). This indicates strong statistical evidence supporting the relationship between ecological motivation and purchase intention. In the context of organic product consumers, ecological motivation has a significant positive influence on purchase intention. This conclusion is supported by research from Wang et al. (2019), which states that ecological aspects can have a positive impact on engagement and purchase intention. Additionally, Sharma & Foropon (2019) stated in their study that ecological issues have come into focus in recent decades due to their influence on the consumption of organic products. The research by Shimul et al. (2022) is also consistent with this study, which states that ecological motivation and consumer concern for the environment influence decision-making and the purchase of environmentally friendly products.

This indicates that the higher the level of ecological motivation consumers possess, the greater their intention to purchase organic products. Consumers with strong ecological motivations tend to internalize environmental concern as part of their values and self-identity. The act of buying organic products is no longer considered a mere economic activity but rather a tangible form of expressing values, a commitment to sustainability, and an affirmation of self-image as an individual who is socially and ecologically responsible. The drive to choose environmentally friendly products is becoming forceful, even if consumers have to pay a higher price. Thus, purchase intention toward organic products grows as the product aligns with the ecological values held by consumers.

Limitations of The Study

Although this research makes a significant contribution, some limitations need to be acknowledged. First, although this model has high explanatory power, there is still 28.2% unexplained variation in purchase motivation, indicating the presence of other factors outside the scope of this study. Additionally, generalizing the results requires caution because this study is likely limited to a specific demographic or geographic context. A cross-sectional research design only captures conditions at a single point and cannot capture the dynamics of changes in consumer motivation over time. Therefore, future research is suggested to expand the model with other variables or use a longitudinal design for a more profound understanding and to limit the scope of respondents to focus on one generation so that the research results become more specific.

Conclusions and Recommendations

Consumer motivation in making purchases is a multi-dimensional phenomenon. The findings indicate that utilitarian motivation, hedonic motivation, and ecological motivation have a positive influence on purchase intention. This implies that consumer decisions are not only driven by rational and functional (utilitarian) considerations but are also heavily influenced by the pursuit of pleasant emotional experiences (hedonic) and are underpinned by increasing awareness and ethical responsibility toward the environment (ecological). Therefore, to effectively enhance purchasing motivation, modern marketing strategies must balance fulfilling practical needs, creating engaging experiences, and cultivating sustainability values.

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