



Article

Consumer Motivation in Purchasing Textile Products

Jalilov Jamshid Ganijonovich*¹

1. DSc, Associate professor, Tashkent state university of economics, Tashkent, Uzbekistan

*Correspondence: jjalilov@tsue.uz

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Abstract: This study examines the theoretical foundations and modern approaches to consumer purchase motivation in the context of marketing activities for textile products. Consumer motivation has evolved from simple economic explanations toward multidimensional models that incorporate psychological, emotional, social, cognitive, ethical, and technological factors. The research aims to analyze the evolution of consumer motivation theories and to systematize the main motivational factors influencing purchasing behavior in contemporary markets. The study is based on qualitative and descriptive research methods, including systematic analysis, comparative analysis, content analysis, classification, and theoretical synthesis of international and local scientific literature. The findings demonstrate that consumer purchase motivation has developed through four major stages: foundational, experiential, integrative, and modern stages. Contemporary studies emphasize the increasing importance of hedonic and utilitarian values, information trust, socio-emotional influence, and economic loyalty in shaping consumer decisions. In addition, digitalization, sustainability, ethical consumption, and omnichannel shopping behavior have become significant determinants of modern consumer motivation. The study identifies five major groups of purchase-oriented motivations: hedonic motivation, utilitarian motivation, information-trust motivation, socio-emotional motivation, and economic-loyalty motivation. The results indicate that understanding consumer motivation enables textile enterprises to improve marketing effectiveness, increase product demand, strengthen customer loyalty, and enhance competitiveness in dynamic market conditions. The study contributes to consumer behavior literature by providing a comprehensive conceptual classification of purchase motivations and highlighting the importance of integrated marketing strategies that combine both rational and emotional aspects of consumer behavior.

Keywords: Consumer motivation, purchasing behavior, hedonic motivation, utilitarian motivation, information-trust motivation, socio-emotional motivation, economic-loyalty motivation.

Introduction

Consumer purchase motivation is one of the most important and widely researched topics in marketing and consumer behavior studies. In highly competitive and rapidly changing markets, understanding the motives that drive consumers to purchase products has become a key factor in achieving sustainable business success. Modern consumers are influenced not only by functional product characteristics and economic benefits but also by emotional satisfaction, social identity, ethical values, and digital communication environments. Therefore, the study of consumer motivation plays a critical role in developing effective marketing strategies and increasing enterprise competitiveness[1].

The textile and apparel industry represents one of the sectors where consumer motivation has particularly strong significance. Purchasing decisions related to textile

products are often shaped by a combination of rational and emotional factors such as product quality, price, aesthetics, fashion trends, comfort, social status, and brand reputation[2]. In recent years, globalization, digital technologies, and changing consumer lifestyles have further transformed purchasing behavior, requiring enterprises to better understand consumer expectations and motivational drivers.

The theoretical foundations of consumer motivation have evolved significantly over time. Early studies focused mainly on economic and functional explanations of consumer behavior. However, later research expanded the concept by incorporating psychological, social, experiential, and cognitive dimensions. Scientists such as Tauber, Westbrook, Babin, Solomon, Kotler, and others [3] demonstrated that shopping behavior is not only a rational process but also an emotional and social experience. Contemporary research additionally highlights the role of sustainability, ethical consumption, customer engagement, and omnichannel shopping environments in shaping modern purchasing motivations[4].

Despite extensive international research, the classification and systematization of consumer purchase motivations in the context of textile marketing still require further theoretical clarification. In particular, there is a need to integrate traditional and modern motivational approaches into a comprehensive framework that reflects current market realities[5].

The purpose of this study is to analyze the evolution of consumer purchase motivation theories and to identify the main motivational factors influencing consumer purchasing behavior in textile markets[6]. The study also aims to classify purchase-oriented motivations and evaluate their role in improving marketing effectiveness and consumer loyalty. The research is based on qualitative and analytical methods, including systematic literature review, comparative analysis, content analysis, and theoretical synthesis[7]. By examining both classical and modern scientific approaches, the study seeks to contribute to the development of marketing theory and provide practical recommendations for textile enterprises in designing effective consumer-oriented marketing strategies[8].

Literature Review

Consumer purchase motivation has shifted from simple binary explanations of shopping behavior toward complex, multidimensional frameworks incorporating hedonic, utilitarian, social, ethical, and cognitive dimensions. In our opinion, the evolution of consumer motivation theories can be summarized into four major stages:

1. Foundational stage (1970s): psychological and social motivation (Tauber).
2. Experiential stage (1980s–1990s): hedonic and utilitarian value development (Westbrook, Babin).
3. Integrative stage (2000–2015): multi-dimensional frameworks (Youn, Lee, Saeed).
4. Modern stage (2016–2025): digital, ethical, and sustainability-oriented motivations (Singh, Xiao, Hollebeek, Kaur)

1. Foundational stage (1970s). Consumer purchase motivation has long been a central topic in marketing and consumer behavior research. Early studies emphasized that shopping behavior is not solely driven by functional needs but also by psychological and social factors. One of the pioneering works by Tauber introduced a dual classification of shopping motives into personal and social motivations, highlighting that consumers often shop for entertainment, social interaction, and emotional satisfaction in addition to product acquisition.

This early conceptualization laid the foundation for later theoretical developments, shifting the focus from purely economic explanations of consumer behavior toward more complex psychological interpretations.

2. Experiential stage (1980s–1990s). During the 1980s and 1990s, research on consumer motivation became more structured and multidimensional. Westbrook [9] and Dawson [10] expanded earlier models by distinguishing between product-oriented motivation and experience-based motivation. These studies emphasized that consumers derive value not only from the purchased product but also from the shopping experience itself. A major theoretical contribution was made by Babin, who developed the widely recognized hedonic and utilitarian consumption value framework. According to this model, consumer motivation is driven by two fundamental dimensions:

- Utilitarian value (functional, rational, goal-oriented consumption)
- Hedonic value (emotional, sensory, and experiential pleasure)

This framework remains one of the most influential models in consumer behavior literature.

3. Integrative stage (2000s–2015s): From the early 2000s, researchers began to extend consumer motivation theory by incorporating additional behavioral dimensions such as price sensitivity, convenience, and social influence. Moon-Jenog Youn [5], Geum-Hui Hong and Hye-Li Kang, and Yong-Ki Lee identified key motivational drivers such as: convenience-seeking behavior; price sensitivity; leisure-oriented shopping; variety-seeking behavior; information search behavior. These studies reflect the increasing complexity of consumer decision-making in modern retail environments, where consumers are influenced by both rational and emotional factors simultaneously [11]. Rashid Saeed further contributed by proposing an integrated model that combines functional, hedonic, social, and cognitive motivations, thereby unifying previous fragmented approaches into a comprehensive theoretical framework.

4. Modern stage (2016s–present): Recent literature demonstrates a significant shift toward more complex and socially responsible consumer behavior models. In modern studies, motivation is no longer limited to individual psychological needs but also includes ethical, technological, and environmental dimensions. Singh confirmed the continued relevance of hedonic, utilitarian, and materialistic motivations, particularly in digital and omnichannel retail contexts. More recent research by Xiao J and co-authors [12] introduced additional motivational factors such as: value for money; product quality; safety concerns; ethical consumption; stimulation; social acceptance. This reflects the growing importance of responsible consumption behavior in global markets. In addition, international studies have expanded the theoretical scope further: Hartmann and Apaolaza highlighted the role of sustainable consumption motivation, showing that environmental awareness significantly influences purchase decisions. Hollebeek et al [13]. emphasized customer engagement motivation in digital environments, focusing on emotional and cognitive engagement in online shopping behavior. Santos et al. [14] studied emotional gratification and post-purchase satisfaction, demonstrating a strong link between motivation and long-term brand loyalty. Kaur and Singh analyzed omnichannel shopping motivation, showing that modern consumers integrate offline and online experiences when making purchasing decisions.

Methodology

This study investigates consumer purchase motivation in the context of marketing activities in textile products. The methodological approach is based on theoretical synthesis and conceptual analysis of existing scientific literature in the field of consumer behavior, marketing motivation, and retail management. The research is designed as a qualitative, descriptive, and analytical study. It focuses on identifying, classifying, and systematizing consumer motivation theories developed by both foreign and local scholars. The study does not rely on primary survey data but instead uses secondary academic sources and theoretical models. The study applies several scientific methods such as systematic analysis, comparative analysis, content analysis, classification method, theoretical synthesis.

Results and Discussion

Consumers' purchasing motivation remains one of the most important and highly interesting research areas for marketers.

European scientist M. Solomon [15] explained that hedonic (emotional) shopping motivations have been classified into several groups by European and American researchers. According to these studies, the following hedonic motivations for purchasing behavior can be identified:

- **Enjoyment value:** the desire for innovation, pleasure, and hedonic gratification from products.
- **Decision-making role:** the importance of being well-informed during shopping, including extensive product and price comparisons and discussions with other consumers.
- **Best deal seeking:** the desire to find the most advantageous or profitable purchase.
- **Bargaining:** the tendency to enjoy negotiating with sellers in a "market-like" atmosphere, similar to a game or sport.
- **Social affiliation:** shopping centers are considered natural places for communication and social interaction; they often serve as meeting points for young people and provide a sense of group belonging and safety.
- **Power and status:** consumers may engage in a "power game" with sales staff, experiencing a sense of control during interactions; some individuals also enjoy being served even if they do not intend to purchase.
- **Stimulation:** seeking novelty and excitement in shopping environments, where purchasing is driven by the desire for fun and emotional stimulation.

American researchers have also grouped hedonic shopping motivations into six broad categories:

- **Adventure shopping:** shopping based on stimulation, excitement, and the feeling of entering a different world.
- **Social shopping:** shopping with friends or family for social interaction, communication, and enjoyment.
- **Gratification shopping:** purchasing to reduce stress, improve mood, or treat oneself.
- **Idea shopping:** interest in new fashion trends, innovations, and modern product designs.
- **Role shopping:** enjoyment derived from shopping for others and fulfilling social roles.
- **Value shopping:** preference for discounted prices, bargain hunting, and seeking the lowest possible prices [16].

Foremost, a marketer should study consumers' purchase-oriented motivations. This, in turn, helps increase the sales volume of the products being manufactured. Based on studies conducted by foreign scholars on consumers' purchase motivations, we present consumers' purchase-oriented motives in the following form.

1.Hedonic (Enjoyment) motivation: Pleasure and enjoyment, Uniqueness and self-expression, innovation seeking.

Hedonic motivation reflects consumers' need for emotional satisfaction, aesthetic pleasure, and psychological enjoyment during the purchasing and consumption process. Unlike rational motivations, it is driven by emotional experience and sensory pleasure. According to Dewi and Mahemba [17], consumers consider not only functional benefits but also emotional satisfaction when selecting products or services. The main components of hedonic motivation include pleasure and enjoyment, uniqueness and self-expression, and innovation seeking. These factors shape consumer decisions through emotional

experiences, turning purchasing behavior into a source of personal satisfaction. Research by Sriyanto, Anggara, and Haryanto [18] shows that hedonic motivation strongly influences impulsive buying behavior and increases brand loyalty. Similarly, Wiwik Handayani and colleagues confirmed that store atmosphere and fashion elements positively affect consumer purchase intention[19].

2. Utilitarian (Benefit) motivation: Bargaining, Economy/saving behavior, purchase of high-quality products.

Utilitarian motivation reflects rational, goal-oriented consumer behavior focused on economic benefit and functional value. According to N. S. Iskakova [20], bargaining behavior, cost-saving tendencies, and quality-oriented purchasing are key indicators of rational motivation. I. V. Zavyalov [21] emphasizes that consumers behave according to a utility-maximization model, where price and quality ratio plays a decisive role. This motivation becomes especially important in conditions of limited income, where consumers prioritize economic efficiency[22].

3. Information–trust motivation: Information search, access to reliable information, building trust in the product.

Information–trust motivation is based on consumers' need for reliable and complete information about products. It is closely related to the cognitive stage of decision-making and includes product quality, raw materials, brand reputation, and safety considerations. According to Philip Kotler and Kevin Lane Keller [23], consumers do not make purchase decisions without sufficient trust in a product. In the digital era, this motivation has become even more important due to online reviews and social media influence. E. V. Popova [24] confirms that consumers increasingly rely on internet reviews, social networks, and e-commerce platforms when making purchasing decisions.

4. Socio-emotional motivation: design and aesthetics, social role expression, status and prestige.

Socio-emotional motivation reflects consumers' desire to express social status, identity, and prestige through product consumption. According to A. V. Smirnov design, brand image, and prestige significantly shape social identity. Michael R. Solomon explains clothing consumption as a key instrument for expressing self-identity and social belonging. In the apparel industry, fashion trends and brand perception strongly influence this type of motivation.

5. Economic–loyalty motivation: price sensitivity, discounts, bonus programs.

Economic–loyalty motivation is associated with long-term consumer loyalty toward a brand or company. According to L. V. Ivanova [25], price policy, discounts, and bonus systems are key tools for encouraging repeat purchases. Richard L. Oliver [26] states that customer satisfaction combined with economic benefits leads to strong brand loyalty. Thus, loyalty is formed when rational and emotional benefits are balanced.

Conclusion

This study examined the theoretical foundations and contemporary approaches to consumer purchase motivation. The analysis of international and local scientific literature demonstrates that consumer motivation is a complex and multi-dimensional phenomenon shaped by psychological, social, economic, cultural, and technological factors.

The findings confirm that the evolution of consumer motivation theory has progressed from simple classifications of personal and social motives to more advanced integrative models that include hedonic, utilitarian, cognitive, and ethical dimensions. In particular, modern research emphasizes the growing importance of emotional experience, convenience, price sensitivity, sustainability, and social acceptance in shaping consumer purchasing decisions.

The study also shows that consumer motivation plays a decisive role in increasing demand for apparel products and strengthening brand loyalty. In this regard, textile

enterprises must develop comprehensive marketing strategies that take into account both rational and emotional drivers of consumer behavior. Effective application of motivational tools such as psychological appeal, economic incentives, communication strategies, and service quality improvement significantly enhances market competitiveness.

Furthermore, the functional analysis of motivation highlights that consumer behavior is influenced by an interaction of internal psychological factors and external environmental conditions. Therefore, enterprises should adopt an integrated and flexible marketing approach that responds to changing consumer needs and market dynamics.

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