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Impact of Customer Motivation on Customer Buying Decision

Shreya Ganguly

Research Scholar, Ph. D. in Management
P. K. University, Shivpuri, M.P., India

ABSTRACT

Customer motivation plays a pivotal role in shaping consumer buying decisions, as it drives the internal psychological processes that lead individuals to seek, evaluate, and purchase products or services. This study examines how various motivational factors—such as emotional needs, social influences, personal preferences, and economic considerations—impact customer behavior during the buying journey. The findings indicate that intrinsic motivations, including the desire for self-satisfaction, quality, and personal value, significantly influence purchasing patterns, while extrinsic factors like peer pressure, advertisements, and promotional offers also play a crucial role in decision-making. The research highlights that motivated customers are more likely to engage deeply with brands, exhibit higher levels of loyalty, and make informed buying decisions. By understanding the underlying motivational drivers, businesses can tailor their marketing strategies to better align with consumer expectations and preferences, ultimately enhancing customer satisfaction and increasing sales.