

Appendix F: Abstract

CONTENT SUMMARY

Title of the Thesis: Motivation in Learning

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Name of the program: Bachelor's Degree Program in Commerce and Marketing – Full time

Name of the Institute/Department: Hungarian University of Agriculture and Life Sciences

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SUMMARY

This thesis investigates motivation in learning among students at the Hungarian University of Agriculture and Life Sciences (MATE), with a broader aim to explore its interconnections with motivation in work, personal relationships, and self-development, and its applications in Commerce and Marketing. The rationale stems from motivation's critical role in academic success, workplace performance, consumer behavior, and personal well-being in a competitive global environment.

The study employs a mixed-methods approach combining secondary data (literature review of motivational theories, including Self-Determination Theory and Achievement Goal Theory) with primary data collected via an online questionnaire distributed to MATE students from October 2024 to August 2025. The instrument measures Overall Learning Motivation (OLM) and related constructs, using Likert-scale items mapped to theoretical variables. Data were analyzed using descriptive statistics, independent samples t-tests, and one-way ANOVA to examine differences across gender, employment status, study level, and age groups.

Main results show moderate to high levels of learning motivation among respondents, with mean OLM scores indicating generally positive engagement. No statistically significant differences in OLM were found by gender or employment status. Similarly, one-way ANOVA revealed no significant variation in OLM across study levels or age groups.

The core findings confirm that learning motivation is stable across demographic and academic subgroups within the sample, suggesting it is influenced more by intrinsic and contextual factors than by gender, work status, or program stage. The study highlights interrelations between learning motivation and other life domains, supporting a holistic view of motivational systems. Practical recommendations include tailored educational interventions, workplace incentive programs, and marketing strategies leveraging motivational insights to enhance engagement and loyalty.