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THE INFLUENCE OF ANTHROPOLOGICAL FACTORS ON THE FORMATION OF MOTIVATION FOR LEGAL ACTIVITY IN THE ADMINISTRATIVE-LEGAL AND MANAGERIAL-PUBLIC SPHERES

ABSTRACT

The article examines the human-centered component of motivation for legal activity in administrative-legal and managerial-public spheres. The relevance of the topic is linked to the effectiveness of legal and managerial processes, which largely depend on individuals' internal incentives, their ability to understand social norms, and their readiness to act lawfully. The study aims to analyze key motivational theories in psychology and sociology, identify the main factors that activate individual motivation, and determine how these factors influence lawful behavior. Special attention is devoted to understanding the essence of the motivational mechanism, its structural elements, and the ways it interacts with a person's legal activity. The article also considers social expectations regarding lawful conduct. The research demonstrates that the motivational mechanism is both an internal psychological process and a socially conditioned phenomenon that shapes behavioral guidelines within the legal sphere. A comprehensive analysis of the structure of legal consciousness is presented, including knowledge of legal norms, awareness of the social significance of lawful conduct, and value-based attitudes that form internal readiness for legal activity. The findings show a direct correlation between the level of legal awareness and motivation for lawful behavior: the more consciously individuals perceive legal norms and their social necessity, the more actively and responsibly they fulfill legal obligations. The study concludes that anthropological characteristics of individuals, the structure of their motivational processes, and the formation of stable, lawful behavior are closely interconnected. This relationship is crucial for the effective functioning of administrative-legal and managerial-public systems. The results have practical significance for developing measures to strengthen motivation for lawful behavior, optimize legal and administrative processes, and promote a culture of legality among various groups of citizens.

Keywords: anthropology of law, motivation, legal activity, law, legal relations, state, administrative law, public administration

JEL Classification: K10, D02, H83

INTRODUCTION

An extremely important characteristic of modern civil society is the prevailing atmosphere of legal activity, i.e., the existence of an effective mechanism of legal regulation in all spheres of social relations. Such an atmosphere is a consequence of the dominance of the principle and spirit of the rule of law in society. The motivating factors for the implementation of legal norms are their relevance, expediency, and comprehensibility to the population, which is reflected in their behavior. In most cases, it is precisely those norms that the population complies with and perceives positively that are the actual manifestation of lawful behavior. The real key to understanding the latter is the motivation of each individual in particular.

The motivation for legal activity is one of the key factors in the effective functioning of the administrative-legal and managerial-public spheres, but modern legal science pays

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insufficient attention to it, in particular to the problem of the mechanism for implementing legal incentives. At the same time, it is motives and incentives that determine socially significant legal behavior, since they are directly related to the goals towards which the interest of the subject of legal relations is oriented. Understanding the action of the motivational mechanism allows us to identify how an individual's internal readiness for lawful behavior arises and develops, as well as how it interacts with the expectations of society.

The motivational mechanism of legal activity involves several consecutive stages. The first stage includes the emergence and awareness of legal needs as a system of preferences that reflect the interests and values of the individual. The second stage involves the perception of external and internal impulses that are formed on the basis of these needs and influence behavioral guidelines. The third stage consists of a comprehensive analysis of the legal situation, taking into account expectations, aspirations, and incentives, which allows for the determination of optimal ways to implement lawful behavior. The fourth stage involves the direct actualization of the motives for legal activity and their implementation in specific legal acts and decisions. In this case, the individual selects and incorporates the relevant motives for legal activity, which involves the formation of a certain internal state that ensures the necessary intensity of legal activity, the implementation of specific legal actions, and the achievement of a result that satisfies their legal needs. This process is dynamic and depends both on internal personal characteristics and on the social environment in which the subject functions.

Contemporary socio-legal practice in Ukraine shows significant changes in the motivational sphere of citizens. Unlike the period of the formation of market relations, today individuals are oriented towards other values and priorities that form a new type of motivation for legal activity. The main type of motivation is achievement motivation, which meets market demands and reflects the need for performance, competitiveness, and social effectiveness. The study of the "new" motivation for legal activity is of particular importance for regulating processes in the legal, economic, and political spheres, as it allows for the creation of more effective models for encouraging lawful behavior and increasing the social responsibility of subjects of legal relations. Thus, the study of the influence of anthropological factors on the formation of motivation for legal activity is not only relevant but also necessary for a comprehensive understanding of the relationship between internal personal motives and external social requirements, which ensures the development of legal culture and the effective functioning of the administrative-legal and managerial-public spheres.

LITERATURE REVIEW

The study of the problem of motivation for legal activity and the influence of legal consciousness on the behavior of individuals in the legal sphere is a relevant area of contemporary legal science. As Shulga A. notes, a person's legal consciousness is formed as a complex system of knowledge, value orientations, and behavioral attitudes that determine the readiness for lawful activity and the ability to consciously exercise one's rights (Shulga, 2022). The author emphasizes that the motivation for legal behavior is not limited to formal knowledge of the law, but is a separate psychological and legal phenomenon that serves as a mechanism for the implementation of legal incentives. Bazaev O. proposes a multidimensional concept of legal consciousness, highlighting cognitive, value-emotional, and behavioral components, which allows for a deeper understanding of how the structure of legal consciousness influences the formation of motivation for legal activity (Bazaev, 2024). He emphasizes the importance of analyzing the relationship between an individual's internal psychological attitudes and their social functions, which directly influences lawful behavior. However, research by Pevko S. demonstrates that an insufficient level of legal consciousness can become a factor in deviant behavior, emphasizing the importance of internal motivation in the formation of socially significant legal activity (Pevko, 2021). In addition to this, Shaituro O., Holodnyk Y., Pevko S. et al. (Shaituro & Holodnyk et al., 2025) analyze legal awareness as a factor in preventing unlawful actions, emphasizing the relationship between value orientations, motivational attitudes, and readiness for lawful behavior.

In the context of international research, Horák F., Lacko D., and Kloczek A. systematically review methods for measuring legal awareness and its conceptualization, emphasizing the importance of considering cognitive, emotional, and behavioral components when assessing an individual's capacity for lawful behavior (Horák et al., 2021). Hertogh M. shows that an individual's understanding of the law is closely linked to real actions, demonstrating that a high level of legal awareness promotes compliance with norms and laws (Hertogh, 2024). Similarly, Claessen D. et al. study the legal awareness of social workers in the Netherlands and find that professional values, personal attitudes, and motivation determine the effectiveness of law enforcement in practical activities (Claessen, 2025), etc.

Ukrainian studies in recent years also demonstrate a significant increase in attention to the psychological and legal aspects of motivation formation. Muraschenko O. proposes a structural approach to legal awareness, highlighting cognitive, value,

behavioral, and motivational elements that directly influence the readiness for lawful activity (Muraschenko, 2024). Tovkanets H., and Havrynets A. study the formation of legal awareness in young people and determine the influence of pedagogical and social factors on motivation for lawful behavior (Tovkanets & Havrynets, 2024). In this context, Honcharov A. and Honcharov M. study the psychological components of legal consciousness of future lawyers, noting the importance of cognitive, value-emotional, and motivational-volitional levels in the formation of readiness for lawful actions (Honcharov et al., 2025).

Thus, a review of the current literature shows that the motivation for legal activity is formed as a complex psychological and legal mechanism that includes cognitive, emotional, value-emotional, and behavioral components of legal consciousness. Ukrainian and international studies confirm that the effectiveness of law enforcement, compliance with norms, and the social legitimacy of legal behavior directly depend on the level of internal motivation and structural characteristics of legal consciousness, which makes it a central object for further research in the field of administrative, legal, and public management activities.

AIMS AND OBJECTIVES

The purpose of the article is to provide a comprehensive theoretical and methodological justification of the influence of anthropological factors on the formation of motivation for legal activity in the administrative-legal and managerial-public spheres, as well as to determine the specifics of their action in the context of modern socio-legal transformations. The study aims to identify the internal psychological, value-worldview, and sociocultural characteristics of the individual that determine the nature, intensity, and direction of legal activity, as well as to reveal the mechanisms of their interaction with external institutional and regulatory factors. The implementation of this goal allows us to deepen our understanding of the structural nature of the motivation for lawful behavior, improve approaches to the formation of legal culture, and increase the effectiveness of law enforcement activities in the context of the development of a democratic legal state.

At the same time, the research tasks involve solving a number of interrelated scientific problems necessary to achieve the set goal, in particular, it is necessary to: reveal the theoretical foundations of motivation for legal activity as a holistic psychological and legal phenomenon, determine its content characteristics, structural components, and functional purpose in the context of administrative and legal regulation and public administration; outline the essence of anthropological factors that influence the formation of internal motives for legal activity, in particular individual psychological characteristics, personal values, level of legal awareness, moral and ethical orientations, sociocultural priorities, and behavioral attitudes; analyze the mechanism of action of anthropological determinants in the process of emergence, development, and actualization of motivation for legal activity, with attention to role expectations, social norms, institutional influences, and personal decision-making strategies; assess the specifics of the influence of anthropological factors on the behavior of subjects of administrative law and participants in administrative and public relations, identify patterns of their influence on the effectiveness of official, professional, and civic activity; to identify current trends in the transformation of the motivational sphere of Ukrainian society and to determine how changes in value orientations, social priorities, and cultural attitudes affect the legal behavior of citizens and officials; justify the need to improve mechanisms for stimulating lawful activity, focused on taking into account the anthropological characteristics of the individual, and develop approaches to increasing the motivation for legal activity in the spheres of public administration and administrative and legal activity.

Ultimately, the implementation of these tasks provides a conceptual and practical basis for a deeper understanding of the nature of legal motivation, the role of anthropological factors in its formation, and for the development of innovative approaches to optimizing administrative, legal, and public management processes in modern Ukraine.

METHODS

The methodological basis of the article is formed as a set of complementary approaches and methods that provide a multi-level analysis of the influence of anthropological factors on the motivation of legal activity in the administrative-legal and managerial-public spheres. The central methodological guideline is an interdisciplinary approach that combines the provisions of legal anthropology, psychology, sociology, philosophy of law, and public administration theory. Such integration allows for a comprehensive understanding of the phenomenon of motivation for legal behavior, considering it not only as a legally determined process, but also as a sociocultural, moral, and psychologically determined system.

The leading role in the study is played by the systemic method, which allows analyzing the motivation of legal activity as a structurally ordered phenomenon with interrelated components: cognitive, emotional-volitional, value-based, behavioral, and institutional. The application of a systemic approach makes it possible to identify internal connections between the

anthropological characteristics of the individual and legal regulatory mechanisms, as well as to determine the patterns of their interaction in the context of contemporary transformations.

The anthropological approach has provided an opportunity to reveal in greater depth the influence of personal characteristics on the formation of legal motives. Its application has made it possible to focus on the internal aspects of behavior: worldview orientations, level of legal awareness, moral convictions, sociocultural attitudes, and psychological characteristics. This approach aims to explain why the same external conditions can cause different types of legal activity in different subjects. Within the framework of anthropological analysis, psychological methods were also used, in particular, elements of cognitive-behavioral and motivational theory. This made it possible to study decision-making processes, internal motives for activity, mechanisms for the formation of legal attitudes, as well as the influence of value and emotional factors on behavior in administrative and legal situations.

The sociocultural method was used to explain the influence of traditions, cultural norms, social priorities, and collective perceptions on legal motivation. This made it possible to assess the transformation processes in society and their impact on the legal behavior of citizens and public authorities. The institutional approach allowed us to analyze the external factors of motivation formation—role expectations, administrative procedures, control mechanisms, legal norms, and public governance standards. It made it possible to consider how institutional trust, the quality of management practices, and the level of legitimacy of authority affect the effectiveness of legal activity.

The comparative legal method occupies a significant place, which is used to compare different models of stimulating lawful activity and approaches to taking anthropological factors into account in legal regulation. This made it possible to draw general conclusions on optimizing the motivation for legal behavior in Ukrainian public administration.

The logical-structural analysis method was used to identify the structural elements of the motivational process, classify anthropological factors, and determine their functional purpose in the administrative and legal sphere. The use of content analysis elements made it possible to systematize modern scientific approaches, normative provisions, and the results of empirical studies related to the issue of legal motivation. The results were generalized using the dialectical method, which made it possible to consider motivation as a dynamic process that is formed in conditions of constant interaction between individual and social factors and changes under the influence of socio-legal transformations. In principle, the system of methods used ensured a comprehensive study of the nature of legal motivation, allowed us to identify patterns of influence of anthropological factors on the behavior of subjects of public-legal relations, and created a scientific basis for the formation of practical recommendations for improving the effectiveness of administrative and legal activities and public administration.

RESULTS

A distinctive feature of modern civil society is an atmosphere of legal activity that permeates all spheres of social relations and is expressed through an effective mechanism of legal regulation. Civil society creates such an atmosphere thanks to the prevalence of the principle and spirit of the rule of law. The motives for the implementation of legal norms are their relevance, expediency, and comprehensibility to the population, which, through the implementation of legal norms, exhibits lawful behavior. The key to understanding lawful behavior is the motivation of each individual. Therefore, there is a need to investigate the motives that influence a person's lawful behavior, their mentality, verbal skills, and physical characteristics. Any human behavior, including legal behavior, is a manifestation of their consciousness, occurs with their knowledge, and involves mutual (reciprocal) communication with the surrounding reality.

Legal awareness consists of three components: behavioral, psychological, and cognitive, which generally reflect the anthropological core of each individual. The cognitive component is formed from concepts, principles, ideas, theories, and legal knowledge, which involve the scientific understanding by subjects (individuals, society, social groups) of the legal dimension of social relations. The goal of legal psychology is the direct reflection of legal phenomena by subjects of law in the form of assessments, emotions, feelings, legal experiences, public legal opinion, etc. The behavioral component of legal consciousness forms its motivational part, legal attitudes that directly determine and condition the behavior of subjects of law.

In the context of administrative and legal research, it is important that legal consciousness directly influences a citizen's ability to interact with the state as a subject of public administration, since it is motives that determine a person's willingness to perform administrative duties, comply with public procedures, cooperate with authorities, or resist them. Recent

studies show that motivational mechanisms are increasingly becoming an instrument of “soft influence” in public administration, where behavioral incentives (nudge mechanisms) complement traditional methods of legal coercion (Thaler & Sunstein, 2023; Peters, 2024).

Therefore, the motivation for legal activity can be viewed from two sides. On the one hand, it is a set of influences and incentives that the state directs at its citizens in order to obtain the expected result from them; on the other hand, it is an integral part of a person's personality, and in this sense, it is a set of their interests and needs that they seek to satisfy in the course of their activities.

In the public administration sphere, motivation determines the effectiveness of the implementation of administrative services, compliance with regulatory requirements, participation in consultations with the authorities, and willingness to comply with lawful orders during crisis situations, such as mobilization, states of emergency, or evacuation. A number of recent studies (Ostapenko, 2023) emphasize that the level of trust in the authorities and their administrative competence directly shapes the motivation for lawful behavior of citizens, while distrust or misunderstanding of procedures reduces the willingness to comply with the rules.

For example, V. Muzh argues that the behavioral elements of legal consciousness are directly the object and means of legal regulation, since it is possible to influence people's behavior through their legal consciousness, forming appropriate motives and legal attitudes. It is precisely legal consciousness, or more precisely, its formation and reform, that determines how a subject will act – lawfully or unlawfully; how they will exercise their rights in accordance with their purpose or contrary to it; what their goal will be: to cause harm to other participants in social relations through the exercise of their rights or to perform a socially useful (at least, not harmful) act (Muzh, 2015, 280). Ultimately, one of the key motives for lawful behavior is an awareness of the value of law, the presence of legal consciousness, a responsible attitude toward existing law, and a conviction in the usefulness and fairness of legal norms.

In the context of legal awareness, knowledge and experience are accumulated, which subsequently lead to the emergence of legal norms and habits that motivate a person to act within the framework of norms, rules, and customs that do not require further reflection and justification. It is through the motivation of legal behavior that the significance of the norm is realized, since this stage involves realizing the importance of compliance with the norm in society. Legal consciousness also covers the unconscious aspects of legal activity and even motivates legal activity within the limits of the legal norm. The level of legal consciousness motivates legal subjects and divides their desires into legal and illegal ones, contributes to the understanding of the possible results and consequences of exercising subjective rights, complying with, and fulfilling obligations. Legal consciousness motivates legal subjects to almost automatically choose socially useful behavior and form appropriate habits; it is characterized by a general understanding of what is lawful and unlawful, a belief in the need for their unquestioning observance and fulfillment, and knowledge of the requirements and prohibitions of the law.

Motivation relates to behavioral mechanisms: simple and complex; internal and external; affective; cognitive. For example, Janusz Reykowski defines motivation as follows: emotional processes, which are the specific ability of the human psyche to form in the mind a project of a specific state of affairs that directs activity and influences the amount of energy that a person uses to implement a given direction. In other words, motivation determines the implementation of activity, i.e., behavior directed at objects (Reykowski, 1992, 68). Thus, motivation is the process of managing a person's activity to achieve a specific effect: changes in the physical or social state of affairs; changes in oneself; changes in physical or social status.

Ultimately, motivation can be characterized by two main properties: the direction of aspirations, which can be described in two ways: either by specifying the goals for which a certain behavior is pursued, or by specifying the state of the subject (motivational state, motive) regarding the reasons why these goals were chosen, as shown in Table 1. It is also appropriate in this context to reflect the factors influencing motivation, as shown in Table 2.

Table 1. Characteristics of the properties of motivation.

Motivation property	Content	Key manifestations	Examples
1. Direction of aspirations	Determines where behavior is directed, what goals or internal states determine it	- Goals that shape behavior (external conditions); - Motivational state that shapes goals (internal needs).	- External goals: looking for a job, going on vacation, buying a refrigerator; - Internal states: the need to stand out, the desire to relax, the satisfaction of the need for stimulation, nutrition.
2. Strength of desire	Intensity of motivation, ability to suppress alternative activities, and control behavior	- Strong desires overcome fatigue, pain, and temptations; - The stronger the motivation, the more difficult it is to change a person's activity	- Achieving goals despite fatigue; - Maintaining focus despite obstacles.

Table 2. Factors that affect motivation.

Factor	Description	Designation	Impact on motivation
Attractiveness of the goal	The degree of importance or desirability of the goal for the subject	Wi	The higher the attractiveness, the higher the motivation; if $W_i = 0 \rightarrow \text{motivation} = 0$
Belief in the possibility of achieving the goal	Belief that the goal is realistic and achievable	Pi	Without belief in achievability, motivation disappears; if $P_i = 0 \rightarrow \text{motivation} = 0$
Motivation formula	Interdependence between attractiveness and belief	Mi = f(Wi, Pi)	The intensity of motivation increases with the increase of Wi and Pi
Components of goal attractiveness	Internal sources of motivation	–	▪ Motive: internal state of unfulfillment; ▪ Motivational tension: cause of arousal; ▪ Expected satisfaction: the possibility of reducing tension after achieving the goal.

This formula can be interpreted as follows: if the attractiveness of the goal or belief in the possibility of achieving it is zero, then motivation is zero; the quantitative characteristic of motivation, i.e., its intensity, varies depending on attractiveness and belief in the possibility. The attractiveness of the goal depends on: the motive, i.e., the internal state characterized by a feeling of unfulfillment and a corresponding readiness for action; the cause of arousal is motivational tension; the value of the expected satisfaction, i.e., the degree to which the organism is capable of reducing motivational tension (the organism's reaction when the existing state of equilibrium is disturbed).

The factors necessary for the creation of motives include: dissatisfaction of organic and mental needs; stimuli that evoke emotions, excite the tendency to release or maintain these states; factors that hinder activity, such as conflicts; the formulation of tasks by other people or by the aggregate itself; the activation of interests – due to external or internal factors; the activation of values.

Motivation reduction (reduction of motivational tension) will be possible when: a person achieves a goal that is valuable to them (the property of motivation reduction); tension subsides spontaneously if it has lasted too long; tension changes due to the cyclical nature of the body – the internal rhythm of the body causes changes in arousal; tension disappears due to other competing tensions (for example, tension associated with a life-threatening situation can suppress tension associated with the search for adventure); under the influence of any strong stimuli and corresponding reactions, motivational tension decreases – presumably, some violent reactions, such as acts of aggression, have the ability to reduce various types of tension; tension can be reduced under the influence of various chemicals that reduce activity levels (sedatives) or induce a state of pleasure (drugs).

In turn, the predicted value of a goal depends on: the size of the goal – a larger goal seems more valuable than a smaller one; the quality of the goal – tension can be reduced by objects that differ in quality – they can be more or less attractive (for example, when we are hungry, many of us would rather eat pizza than dry bread); the accessibility of the goal – the more difficult the goal is to achieve, the greater its value (e.g., passing an exam with an "A" is more valuable than passing with a "B" because the former is more difficult to achieve); previous experience with phenomena of this category – when we know little about a subject, the value of the reward for it may be low; it will increase with repetition, then decrease with habit; psychological distance from the goal – the value of the subject increases as the distance to the object decreases (distance is determined by physical distance, the number of operations required to achieve it, and time).

At the same time, when discussing the factors that influence motivation, it is worth mentioning those on which belief in the possibility of achieving the goal depends. The data are shown in Table 3.

Table 3. Factors that affect the achievement of the goal.

No.	Factor	Content/Explanation	Potential impact on motivation
1	Material conditions of activity	Availability of resources, means, finances, infrastructure, access to the place of activity	The better the conditions, the stronger the belief in success; a shortage of resources reduces motivation
2	Social conditions for activity	Availability of support, obstacles, intentions, and competence of the environment	Support strengthens belief, while resistance or distrust from others weakens it
3	Personal conditions for action	Competencies, physical and psychological capabilities, ability to mobilize forces	High self-esteem increases Pi; doubts about one's own abilities decrease it
4	Previous experience in the activity	Past successes or failures	Successes strengthen belief; consistent failures form a "helplessness attitude"
5	Assessment of the attractiveness of the goal	Subjective level of value, importance, and desirability of the goal	High attractiveness often enhances Pi through the effect of emotional involvement
6	Size of opportunities	The way people perceive the scale of opportunities: overestimating small opportunities and underestimating large ones	Can both enhance and distort the realistic assessment of goal attainability

The intensity of motivation depends on how a person performs a task, i.e., on the effectiveness of their actions. This relationship is described by Yerkes & Dodson's laws (Yerkes & Dodson, 1908), which also apply to motivation:

1. Yerkes & Dodson's first law – as the intensity of motivation increases, activity increases and performance increases to a certain critical level, beyond which deterioration begins until complete disorganization. Thus, this relationship is curvilinear, and the curve is in the shape of an inverted U. If the intensity of motivation is low, the level of task performance is also low, but it is also low when the intensity of motivation is high. Then numerous errors appear, the field of attention narrows, and the range of available associations narrows ("mind blank").
2. Yerkes-Dodson's second law – even very intense motivation for simple tasks does not cause significant changes in work efficiency, while for very complex tasks, intense motivation can lead to a decrease in efficiency.

The power of motivation gives rise to a sense of responsibility, which manifests itself through autonomy and independence; awareness of personal responsibility for the results obtained; knowledge of the connection between individual tasks and the overall goal of the company; and the ability to formulate goals. The power of motivation leads to predictable results: specific expectations; known and possible clear criteria for evaluating work; clear procedures for checking the process and the results achieved; systematic supervision; self-assessment; the possibility of comparison.

The creator of field psychology, K. Lewin, and his followers drew attention to the motivational function of a task—the idea of its final result creates a system of tension in a person, which prompts them to continue their efforts to complete the task until it is accomplished; the so-called cognitive approach emphasizes the motivational role of the state of inconsistency (dissonance) between the cognitive structures (beliefs) of the subject (Encyclopedia). Human motivation is directly related to conformity, as a change in behavior or opinion caused by real or imagined pressure from outsiders or a group of people (Adams, 1965). Traditionally, motivation is defined through an explanation of internal factors or a person's psychological state and attitude toward what they must do to achieve the goal of their behavior. Need is the form of incentive through which motive is formed.

In most cases, between a person's need and action, there is also interest, which is understood as a person's awareness of both their own needs and the general conditions and means that contribute to their satisfaction. It is interests that underlie the motivation for activity, determine its goal, as well as the world of values and orientations characteristic of a given individual or group of individuals. In my opinion, motivation alone is not enough for human behavior (both legitimate and illegitimate); a person who acts in one way or another always pursues some goal. Therefore, when studying the motivation of an individual's actions, one should always pay attention to goal setting as a process of choosing a goal for the implementation of ideas.

It should be noted that there is no clear connection between motivation and human behavior, since the influence of chance and other subjective circumstances (momentary mood, personal perception of the situation, influence of others) cannot be ruled out. In this context, the motivation for legal activity has its own characteristics related to the effect of legal norms on human consciousness. It can be defined as a set of conscious and unconscious impulses that are formed under the influence of legal norms and internal interests and needs of a person. Legal incentives and stimuli cannot be implemented without the use of such a function as motivation, which encourages a person to perform duties and improve socially useful actions that exceed ordinary requirements, which develops labor and socio-political activity (motivation is based on attractive and predetermined favorable consequences).

I am convinced that the motivation for legal activity should be considered from two sides. On the one hand, the motivation for legal activity is a set of influences and incentives that the state directs at its citizens in order to obtain the expected result from them. On the other hand, motivation for legal activity is an integral part of a person's personality, and in this sense, it is a complex of their interests and needs that they seek to satisfy in the course of their activities. It is important that both components of motivation coincide so that the incentives that the state directs towards the individual fall within the scope of their interests. Then the citizen will act lawfully, understanding that what they are doing will allow them to satisfy their needs. Otherwise, they will look for opportunities to satisfy these needs in other ways, which may not always be lawful.

Motivation is particularly important in the field of administrative and legal activity, where lawful behavior is not only a subjective manifestation of legal awareness but also a prerequisite for the functioning of public authority. For administrative law, motivation has a two-tiered nature: normative (obligations, restrictions, incentives enshrined in laws) and managerial (organizational mechanisms of influence, service models, digital services, behavioral design). Modern public administration actively uses motivation methods that combine legal requirements with behavioral cues — for example, simplification of administrative procedures, personalized digital reminders, transparency ratings, and citizen participation in policy co-cre-

ation (Balamush & Mykolenko, 2023; Anokhin, 2023). Such tools strengthen the sense of belonging and reduce “motivational barriers” when interacting with the state. Administrative and public motivation is also linked to the principles of good governance — openness, participation, efficiency, and accountability. The higher the citizens rate the quality of governance, the stronger their internal motivation to behave lawfully, as confirmed by new European studies from 2022–2024 (Bazayev, 2024).

Ultimately, the essence of the motivation for legal activity manifested by the state is to ensure the full and effective use of people's potential to achieve personal or social goals as quickly as possible, based on a system of human needs. Stimulation, particularly legal stimulation, depends on purposeful influence on an individual or group of people. At the same time, people satisfy their needs (personal aspect) by adhering to certain characteristics of law-abiding behavior (social aspect). In addition, a distinctive feature of motivation in the field of legal activity is the presence of individuals with a high need for achievement: they like to take the initiative in solving problems; they attach great importance to informing others about the results obtained; are willing to set moderately challenging goals for themselves and take reasonable risks to achieve them; people with a high need for achievement are usually motivated by competitive situations. Moreover, motivation in legal activity is an integral part of managing a community, organization, state, etc., and is a rather complex process, the success of which depends on motivational tools.

DISCUSSION

The goal set in the article – a comprehensive theoretical and methodological justification of the influence of anthropological factors on the formation of motivation for legal activity — makes it possible to actualize a broader scholarly discussion on the deep mechanisms of individual legal behavior in the context of contemporary socio-legal transformations. Unlike the approaches characteristic of scholars such as O. Bandurka and S. Maksymov, who tend to emphasize institutional or normative determinants of legal behavior, this study argues that none of the traditional disciplinary perspectives is sufficient to explain the complex, multidimensional nature of the motivational sphere of public-law actors. In this sense, the article deliberately enters into polemics with the dominant theoretical models, rejecting reductionist interpretations and proposing an integrative understanding of legal motivation.

The analysis of this issue demonstrates the need for a synthesis of knowledge from legal anthropology, psychology, sociology, and the theory of state and law. While psychological theories (e.g., A. Maslow, L. Coser) highlight internal impulses, needs, or cognitive awareness, and sociological theories (e.g., T. Parsons, N. Luhmann) emphasize systemic, role-based, or normative expectations, neither perspective adequately captures the simultaneity of rational, emotional, value-based, and contextual influences on legal motivation. The article introduces a novel conceptualization of motivation as a dynamic structure that integrates legal knowledge, value orientations, internal motives, personal goals, expectations of social approval, and prior experience of interaction with public institutions. This view challenges the simplified rationalist or behaviorist approaches that still prevail in parts of classical legal doctrine.

A significant dimension of the scholarly debate concerns the relative importance of anthropological versus institutional determinants. Whereas some legal theorists and reform-oriented scholars insist on the primacy of institutional architecture as the main determinant of lawful behavior, the present study argues that anthropological factors—value orientations, moral-ethical attitudes, the level of legal awareness, sociocultural competence, and models of behavior acquired during socialization—constitute the long-term stabilizers of legal behavior. This reassessment of the relationship between individual and structural determinants represents a key element of the article's scientific novelty, shifting the focus away from their opposition toward an understanding of their mutual complementarity.

Equally controversial is the question of whether a dominant mechanism determining legal motivation can be identified at all. Contrary to deterministic models that prioritize either psychological drives or institutional constraints, the article argues that the emergence and actualization of motivation for legal activity must be viewed as the result of multi-factor interaction. Contemporary transformations in Ukrainian society illustrate that even under conditions of institutional consolidation, legal behavior remains highly variable. Role expectations, institutional trust, and the perceived legitimacy of authority significantly influence decisions regarding participation in public governance. However, these external factors do not eliminate the decisive importance of internal decision-making strategies, value commitments, and moral convictions. This insight positions the article in direct polemics with linear or mono-causal explanations common in administrative-law scholarship and highlights another component of its novelty.

A separate dimension of the discussion concerns the behavior of administrative-law actors. Contrary to approaches that explain this behavior primarily through disciplinary, procedural, or formal-organizational determinants, the article demonstrates that moral and value orientations, internalized during professional and social development, significantly influence

the degree of integrity, transparency, and accountability in public service. Civic engagement likewise depends not only on institutional incentives but also on the individual's ability to interpret participation in public administration as an expression of values such as freedom, justice, and solidarity. By emphasizing these anthropological determinants, the study expands the prevailing paradigm of administrative-law behavior and demonstrates the practical relevance of anthropological analysis for improving public governance.

Special attention is given to the transformation of the motivational sphere of Ukrainian society. Recent social dynamics reveal a shift toward greater emphasis on self-realization, responsibility, and civic involvement, while simultaneously producing growing distrust toward state institutions and skepticism regarding the effectiveness of administrative procedures. Authors who propose strengthening sanctions, procedural optimization, or institutional reforms as universal remedies are indirectly challenged in this study, which argues that such measures are insufficient without addressing the deeper anthropological foundations of legal motivation. The integrative approach proposed herein—linking psychological, ethical, sociocultural, and institutional determinants — thus offers a novel alternative to traditional models of administrative reform and legal compliance.

Ultimately, the debate centers on how mechanisms encouraging lawful behavior can be constructed in a way that respects the diversity of anthropological characteristics of individuals while also responding to the challenges of modern administrative-legal regulation. A generalization of existing approaches allows the conclusion that effective legal motivation emerges not from prioritizing a single factor but from the integrative interaction of psychological attitudes, ethical and moral orientations, sociocultural competencies, and institutional influences. This thesis remains central to contemporary scientific discourse and defines the direction of further theoretical development and practical reforms.

At the same time, the article acknowledges several limitations of the proposed approach. First, anthropological factors such as value orientations and moral attitudes are difficult to empirically measure with precision, which restricts the potential for quantitative verification of the model. Second, the anthropological determinants of motivation are inherently dependent on cultural and historical context, which may limit the applicability of the conclusions to societies with substantially different value frameworks or levels of institutional trust. Third, there is a possibility of imbalance in practical policy-making if internal factors are overemphasized while institutional determinants are underestimated, as real governance systems often require a delicate equilibrium between the two. Fourth, the rapid pace of social transformation in Ukraine means that motivational structures may shift faster than theoretical models can adapt, requiring continual re-evaluation. Finally, variations in how different academic traditions interpret anthropological categories may complicate the application of a unified conceptual framework.

Taken together, the insights presented in this article offer a comprehensive rethinking of the motivational foundations of legal activity. By engaging in polemics with existing theories, re-evaluating the relationship between internal and external determinants, and advocating for a multifactor, anthropologically grounded model of motivation, the study contributes meaningful scientific novelty and opens new avenues for research on legal behavior, public administration, and the development of a democratic rule-of-law state.

CONCLUSIONS

Based on the objectives outlined in the study and the tasks accomplished, it is possible to formulate general conclusions that reflect the conceptual results of the theoretical and methodological analysis of the influence of anthropological factors on the motivation for legal activity in the administrative-legal and managerial-public spheres. First of all, it has been established that the motivation for legal behavior is a complex multilevel phenomenon that cannot be reduced either to the internal psychological characteristics of the subject or to external regulatory mechanisms. It has an integrative nature, combining cognitive, value, emotional-volitional, and sociocultural components, as well as experience of interaction with the institutional environment. It is this multidimensionality that determines both the variability of legal activity and the dynamics of its change under the influence of social transformations.

The study of anthropological factors has made it possible to specify their role in shaping the motivational sphere of the individual. It has been established that individual psychological characteristic, the level of legal awareness, personal values, moral orientations, and sociocultural attitudes constitute the primary, fundamental level of determination of legal activity. They determine the subject's readiness to perceive and interpret legal norms, make responsible decisions, and evaluate their own behavior from the standpoint of justice, legality, and public benefit. At the same time, external institutional factors — state regulatory mechanisms, administrative practices, role expectations, and professional standards — act as catalysts that can either reinforce or neutralize internal motives.

An analysis of the mechanisms of interaction between anthropological and institutional determinants has revealed that the effectiveness of lawful behavior depends on the harmonization of these influences. Where there is a correspondence between personal values and normative requirements, a stable motivation for lawful, responsible, and socially active behavior is formed. If this correspondence is disrupted, motivational contradictions arise, reducing the level of trust in the authorities and complicating the implementation of administrative and legal functions. This confirms the need to take into account the anthropological component in the process of reforming the public administration system and developing new approaches to improving the quality of law enforcement.

An important conclusion of the study is that the current socio-legal transformations in Ukraine are causing noticeable changes in the motivational sphere of citizens and officials. There is a growing value of individual responsibility, a desire to participate in governance, and a focus on civic engagement. At the same time, social upheavals, institutional instability, and the evolution of cultural priorities can lead to fragmentation of legal consciousness, a decline in trust in state institutions, and ambiguity in behavioral attitudes. All this requires a rethinking of traditional mechanisms for encouraging lawful activity, which must take into account not only legal but also psychological, sociocultural, and ethical aspects.

In summary, it should be noted that careful consideration of anthropological characteristics is a key condition for improving the effectiveness of administrative and legal regulation and public administration. The development of motivational strategies based on a deep understanding of the individual, their needs, values, moral orientations, and social perceptions can significantly increase the level of legal culture, strengthen trust in state institutions, and promote the formation of responsible citizenship and the honest performance of official duties. Thus, the results of the study not only deepen theoretical understanding of the nature of legal motivation but also create a practical basis for optimizing administrative and public processes in modern Ukraine.

Prospects for further research lie in the development of practical models for taking anthropological factors into account in law enforcement, deepening the analysis of the interaction of motivational structures with institutional mechanisms of public administration, and studying the transformations of citizens' value orientations in the context of social change, which will allow for the formation of more effective strategies for encouraging lawful behavior.

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The Author declares that there is no conflict of interest.

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Бліхар М.

ВПЛИВ АНТРОПОЛОГІЧНИХ ФАКТОРІВ НА ФОРМУВАННЯ МОТИВАЦІЇ ПРАВОВОЇ ДІЯЛЬНОСТІ В АДМІНІСТРАТИВНО-ПРАВОВІЙ ТА УПРАВЛІНСЬКО-ПУБЛІЧНІЙ ЦАРИНАХ

Стаття розповідає про дослідження людиноцентричного компонента мотивації до правової діяльності в адміністративно-правовій та управлінсько-публічній царинах. Актуальність теми пов'язана з ефективністю правових і управлінських процесів, що значною мірою залежить від внутрішніх спонукань особи, її спроможності розуміти соціальні норми та готовності діяти правомірно. Метою дослідження є аналіз ключових мотиваційних теорій у психології та соціології, визначення основних чинників, які активізують мотивацію індивіда, а також з'ясування того, як ці чинники впливають на правомірну поведінку. Особлива увага приділена розкриттю сутності мотиваційного механізму, його структурних елементів і способів взаємодії з правовою діяльністю особи. Також розглянуто соціальні очікування щодо правомірної поведінки. Дослідження показує, що мотиваційний механізм є водночас внутрішнім психологічним процесом і соціально зумовленим явищем, яке формує поведінкові орієнтири в правовій царині. Проведено комплексний аналіз структури правосвідомості, що включає знання правових норм, усвідомлення соціальної значущості правомірної поведінки та ціннісні установки, які формують внутрішню готовність до правової діяльності. Установлено прямий зв'язок між рівнем правової обізнаності та мотивацією до правомірної поведінки: чим свідоміше людина сприймає правові норми та їх соціальну необхідність, тим активніше й відповідальніше вона виконує правові обов'язки. Зроблено висновок про тісну взаємодію антропологічних характеристик особи, структури її мотиваційних процесів і формування стійкої правомірної поведінки. Це має вирішальне значення для ефективного функціонування адміністративно-правової та управлінсько-публічної царин. Результати дослідження є практично важливими для розроблення заходів щодо підвищення мотивації до правомірної діяльності, оптимізації правових і адміністративних процесів і формування культури законності серед різних категорій громадян.

Ключові слова: антропологія права, мотивація, правова діяльність, право, правовідносини, держава, адміністративне право, публічне управління

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