

Motivation

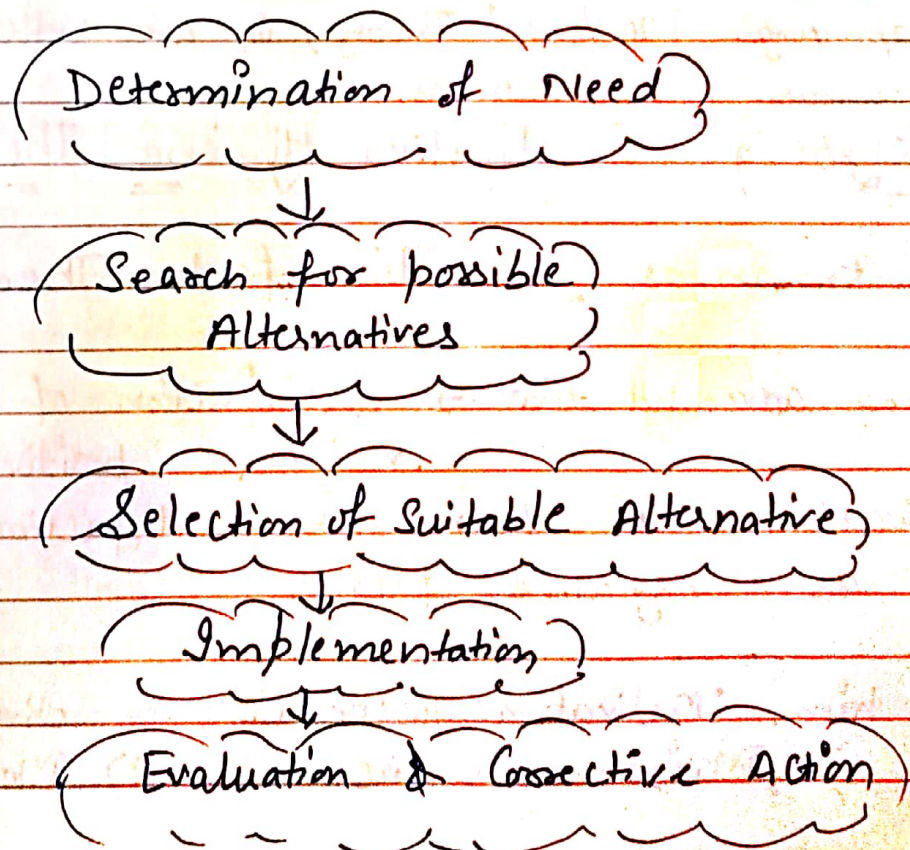
Derived from → word motivation derived from Latin word 'Emover' which means ⇒ "to move".

Meaning :- It is the complex force inspiring a person to intensify his willingness for achievement of certain objectives.

Definition by W. G. Scott, "Motivation means a process of stimulating people to action to accomplish desired goal."

- Features :-
- 1) It is a continuous & dynamic process.
 - 2) It is a psychological process.
 - 3) Motivation directs a person for certain result.
 - 4) Motivation increase morale of persons.

Process :-

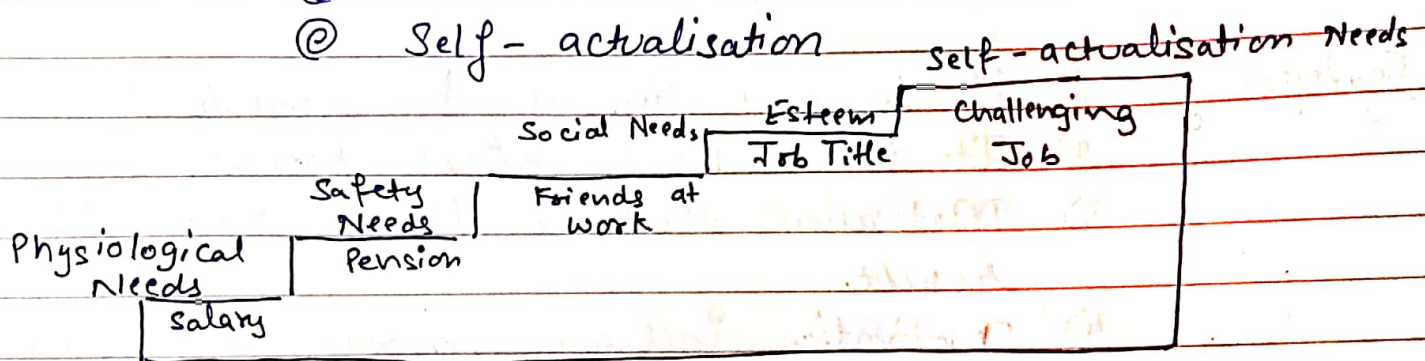


Maslow's Need Hierarchy Theory

According to Maslow, motivation is influenced by need of a person. He propounded that a man has countless needs & these can be categorised on basis of priority.

↳ Human needs can be categorised into 5 types.

- (a) Physiological
- (b) Safety
- (c) Social
- (d) Esteem
- (e) Self-actualisation



⇒ By applying Maslow's Theory, Co's are better able to understand behaviour of Consumers.

2) Herzberg's Motivation Hygiene Theory

also known as Two Factor Theory.

Prof. Herzberg advocated that → satisfaction of some needs may not have positive effects on motivation but their non-satisfaction may work out as negative factor.

Acc. to him, Motivation factor can be divided in 2 parts

- 1) Maintenance Factor
- 2) Motivational Factor

1) Maintenance Factor :- These factors are those whose

presence = Not motivate
but absence = Discourage

- to employees to work in org. They contain the following

- 1) Environment at work place
- 2) Inter-personal relation with Supervisors.
- 3) Inter-personal relation with Subordinates.
- 4) Job-security.

2) Motivational factor :- These factors ^{which} directly influence/inspire employees to work are known as motivational factor.

also known as :- Job factors, Satisfiers.

These factors are

- 1) Achievement
- 2) Recognition
- 3) Possibilities of Personal Growth
- 4) Responsibility.

⇒ increase in these factor increase motivation of employees.

Criticism :-

- 1) No practical classification of Satisfiers & dis-satisfiers.
- 2) It is not appropriate in every situation acco to maintenance factor.

