



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

UNIT 3- INDIVIDUAL BEHAVIOR

Topic 3.2: Motivation



MOTIVATION



- ◀ Motivation is defined as the process of stimulating people to action to accomplish desired goals – William G Scout
- ◀ Motivation is the complex forces starting and keeping a person to work in an organisation
- ◀ Motivation is something that moves the person to action
- ◀ Motive may be defined as an inner state of our mind



NATURE OF MOTIVATION

- ◀ Motivation is a Psychological Concept
- ◀ Motivation is a continuous process
- ◀ Motivation is dynamic and situational
- ◀ Motivation is not easily observed phenomenon
- ◀ Motivation is Goal Oriented Process (relieve his tension)
- ◀ Motivation is influenced by social and cultural norms
- ◀ Frustrated individuals fails to be motivated
- ◀ Motivation can be positive or negative
- ◀ Used to enthuse the Individual



Importance of Motivation

Helps in satisfying needs of the Employees

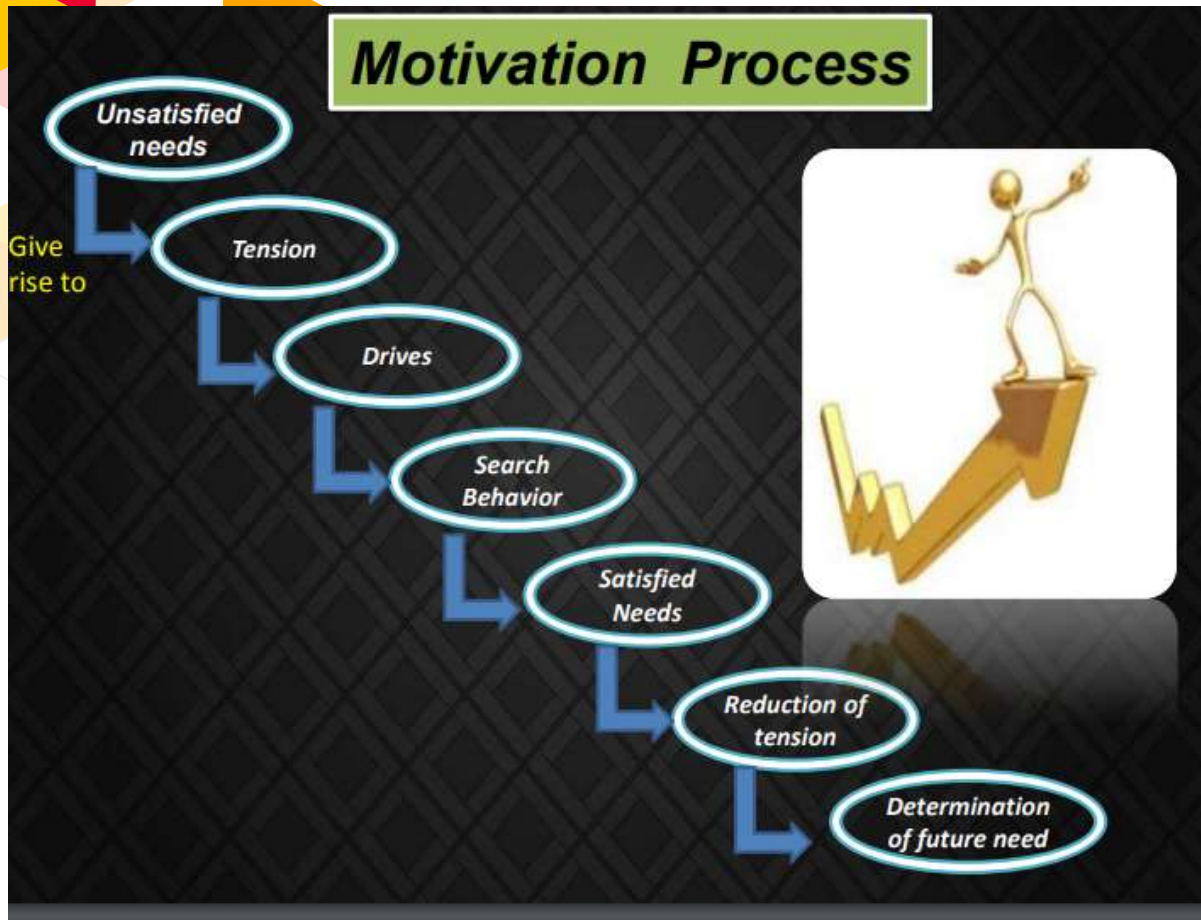
Change the negative attitude to Positive attitude

Reduce labor turnover

Reduce absenteeism

Helps in introducing changes

Improves level of efficiency of employees





TYPES OF MOTIVATION

Primary motivation

- Competence motives
- Curiosity motives
- Affection motives
- Human Needs

Secondary motivation

- Achievement motivation
- Affiliation motivation
- Power motivation
- Incentive motivation
- Fear motivation



Primary Motivation

- ◀ Motives which are unknown to the individual
- ◀ They exist in them indirectly
- ◀ It is of unlearned and natural relating to physiological needs
- ◀ They are competence motives, curiosity and affection
- ◀ Satisfaction here means the fulfillment of basic needs.



Competency Motivation

- Human have capacity to understand the situation, its exploration, manipulation and different functions
- The capacity to interact with the environment is termed to as competency motives
- The competency vary with the age, sex and education
- Competency drives makes children to learn many things
- E.g. Riding a cycle, Crossing a road, Reading habit and Learning mother's language
- These basic factors explored, sustained and preserved till old age
- Based on competency motives, some employees prefer rough and tough jobs, others like to sophisticated machines



◀ **Curiosity motives**

- Inspires people to adopt a significant activity
- Without curiosity, one cannot desire to learn and direct his activities

◀ **Affection motives**

- Primary motivation includes affection motives
- Love and affection have become prime movers of people activities
- If family needs are fulfilled, they are inspired to work hard

◀ **Human needs**

- Satisfying human needs
- Food, clothing, shelter, water, air, education etc..
- These needs to be satisfied for making individuals active



SECONDARY MOTIVATION

- ▶ Secondary motivation is learned and realized as a result of development
- ▶ Secondary motives crop up, in a cultured and educated society
- ▶ They become prime movers for developed people
- ▶ They are achievement motivation, affiliation motivation and power motivation

Achievement motivation

- People are achievement oriented
- Need for Achievement (NAch)
- High and Low achievers
- High achievers are not necessarily risk takers.

They are cautious and careful persons.

They need immediate feedback.

The material rewards are not important to high achievers.

They believe in work only and care little about rewards.

They are preoccupied with their work until the work is completed

They like peace and solitude



MOTIVATION

Low achievement oriented people

- Least bother about goals
- They like to work for rewards
- They are pessimistic
- They do not like subordinates to enjoy the fruits of achievement
- They do not care about people and production

Affiliation Motivation

- They get inner satisfaction while being in the company of friends and a large number of people
- They like freedom to mix with other colleagues



MOTIVATION



Power Motivation

- People desire power in order to influence others
- Power-oriented people are also management-oriented
- Institutional power is better than individual power

◀ **Incentive Motivation**

◀ **Fear Motivation**





THANK YOU