

CONCEPT OF MOTIVATION

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INTRODUCTION:

- Human behaviour is controlled, directed and modified through certain motives. When person is hungry and is searching for food, or constructing a house, or mating, or learning new skills, we will always be able to trace a motive to guides is activities and behaviour to success or failure.

MOTIVE:

- Motive is a force that determine the activity of an individual.

It energizes and direct his behaviour along this or that channels. When a motive is at work, it creates tension and this arouses the individuals towards an activity that will relieve the tension.

DEFINITION OF MOTIVE:

- **Carroll:**

“ A need gives rise to one or more motives. A motive is a rather specific process which has been learned. It is directed towards a goal”.

- **Fisher:**

“ A motive is an inclination or impulse to an action with some degree of orientation or direction.”

CLASSIFICATION OF MOTIVES



PHYSIOLOGICAL MOTIVES:

1. Temperature
2. Pain
3. Sleep
4. Hunger
5. Thirst
6. Sex
7. Maternal Drive

GENERAL MOTIVES:

- Activity
- Exploratory drive
- Curiosity
- Manipulation
- Affection
- Fear

SOCIAL MOTIVES:

- Affiliation
- Social approval
- Status and power and prestige
- Security and achievement

MOTIVATION

MEANING:

Motivation is a need or desire that energizes and direct behaviour. It means inspiring other to do work for the accomplishment of the objectives of the organization.

DEFINITIONS OF MOTIVATION

- “Motivation is the process of arousing the action, sustaining the activity in process and regulating the pattern of activity”.

-YOUNG

“Motivation refers to the states within a person or animal that drives behaviour toward some goals”

-MORGAN AND KING



NATURE OF MOTIVATION:

