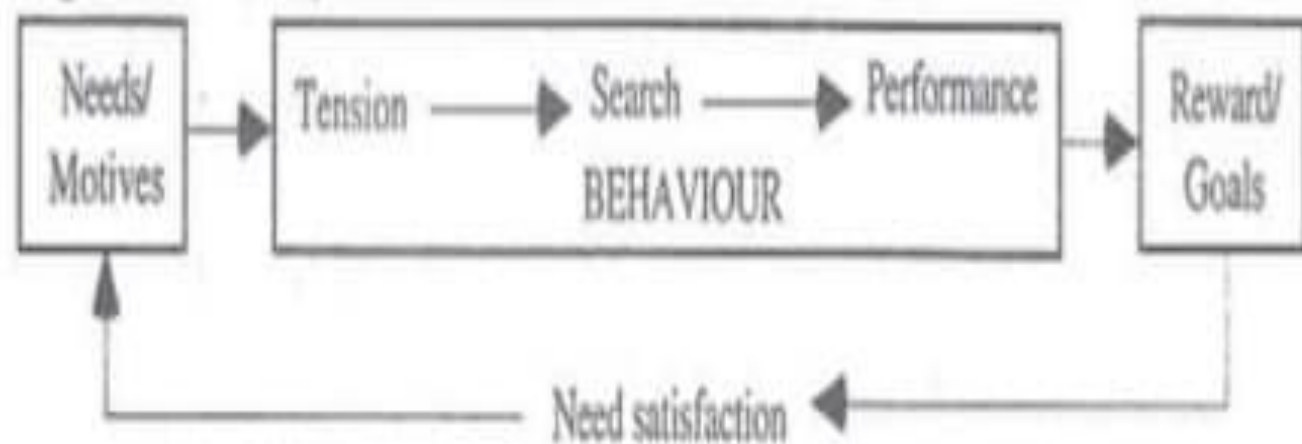


Types of Motivation

1st semester/paper code-103

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MOTIVATION PROCESS



TYPES OF MOTIVATION

The Two Main Categories of Motivation

Different types of motivation fall into two main categories.

1. Intrinsic Motivation

Intrinsic motivation is a type of motivation in which an individual is being motivated by internal desires.

2. Extrinsic Motivation

Extrinsic motivation, on the other hand, is a type of motivation in which an individual is being motivated by external desires.

Minor Forms of Motivation

3. Reward-Based Motivation
4. Fear-Based Motivation
5. Achievement-Based Motivation
6. Power-Based Motivation
7. Affiliation Motivation
8. Competence Motivation
9. Attitude Motivation

THEORIES OF MOTIVATION

Hertzberg's Two-Factor Theory

- ▶ **Motivator factors** – Simply put, these are factors that lead to satisfaction and motivate employees to work harder. Examples might include enjoying your work, feeling recognised and career progression.
- ▶ **Hygiene factors** – These factors can lead to dissatisfaction and a lack of motivation if they are absent. Examples include salary, company policies, benefits, relationships with managers and co-workers.