

Paper –CONSUMER BEHAVIOUR

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Topic-The Motivation

In Today's Organizations one of the most important functions of manager is to motivate people for successfully accomplishing the organizational objectives. According to Rensis Likert motivation is the core of management". So we can say that only by giving proper instructions and orders a manager cannot expect people to follow it. A manager has to use the various techniques of motivation to inspire the work force to fulfill the objectives. In other words, we can say that a will to work is necessary for the achievement of organizational goals.

According to Behavioural scientists "Motivation refers to a dynamic driving force, which stems from within. It is an inner striving condition, which activates or moves individuals into action and continues to keep him in the course of action enthusiastically n other words we can say that a manager has to create and maintain such an environment where individual can work together in groups for the accomplishment of common objectives, Motivation is the set of forces that causes people to behave in certain ways. We can say that

Performance = f (ability x motivation). Causes to understand motivation is to:

- i) Motivate others.
- ii) Understand how others are trying to motivate you
- iii) Enable you to better participate in your own motivational effort or the effort of others trying to motivate you.

Definition and Meaning

The term 'motivation' has its origin in the Latin word "mover" which means to "move" Thus, motivation stands for movement. One can move people by incentives or threats which can have a limited effect. These work for a while and then need to be repeated, increased or reinforced to secure further movement.

The term motivation may be defined as the managerial function of ascertaining the motives of subordinates and helping them to realize those motives”.

According to Dubin, motivation could be defined as "the complex of forces starting and keeping a person at work in an organisation Motivation is something that moves the person to action, and continuous him in the course of action already initiated.

Motivation refers to the way a person is enthused at work to intensify his/her desire and willingness to use and channelize his/her energy for the achievement of organizational objectives

In the words of Dalton E. McFarland, "Motivation is the way in which urges, desires, aspiration, striving or needs direct, control or explain the behaviour of human beings" According to McFarland "Motivation is a form of tension occurring within an individual, with resulting behaviour aimed at reducing, eliminating or diverting the tension. Understanding the needs and drives and their resulting tensions helps to explain and predict human behaviour, ultimately providing a sound basis for managerial decision and action."

Thus, motivation is the term, which applies to the entire class of urges, drives, desires, needs and similar forces.