

### **3.1 Motivation Process**

- 1). It is a process of arousing the desired mind of people to do their best for the organization.
- 2). Motivation is the process of challenging the person's inner drive that he wants to accomplishing the organizational objective.
- 3). It is the behavioral approach/behavioral concept by which we try to understand why people behave as they do.
- 4). It is the process of fulfilling the unsatisfied need of the employee for the accomplishment of organizational goals.

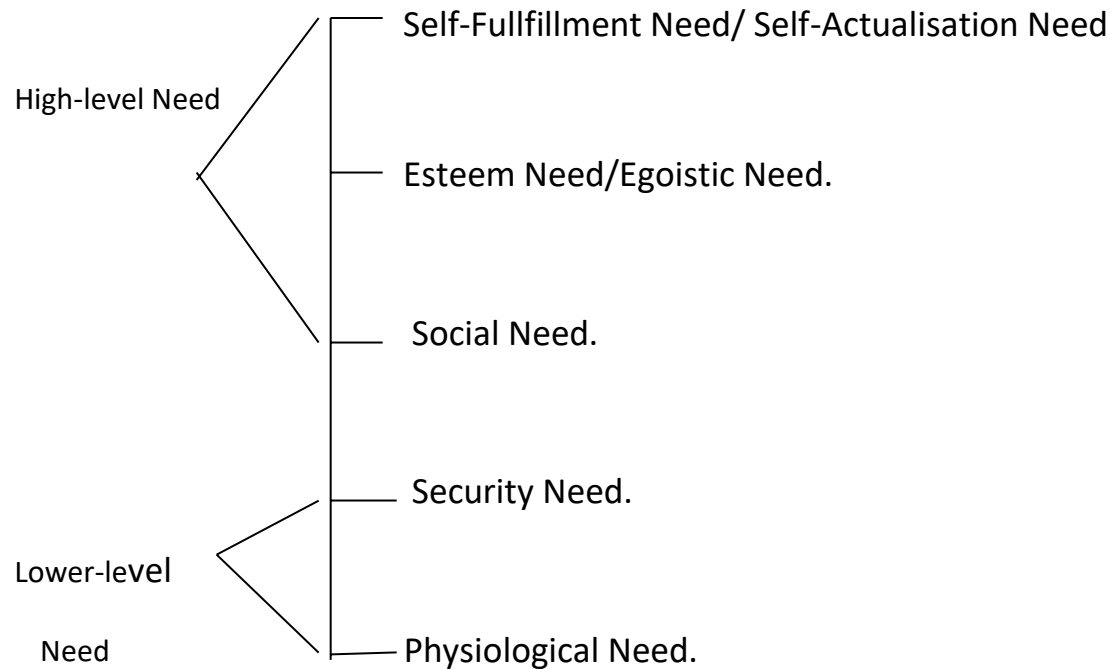
### **3.2 Motivation Theories:-**

#### ***Maslow's Need Hierarchy Theory:-***

All the people have a variety of needs at a given time, some of these needs are satisfied and other due un-satisfied.

An un-satisfied need is a starting point in the point of the Motivation Process . When the person has un-satisfied needs, he/she attempts to identifying something that will satisfy the need, this is called a goal. Once a goal has been identified , the person takes action to reach that goal and thereby satisfy the need.

**Maslow's need are arranged in a Hierarchy or a Ladder of five(5) successive theories.**



- 1). Physiological Need.
- 2). Security Need.
- 3). Social Need.
- 4). Esteem Need/Egoistic Need.
- 5). Self-Fulfillment Need/ Self-Actualisation Need

### **1). Physiological Need:-**

Physiological Needs are those which are physiology of Life. The need for Air, Water, Food etc. These need must being atleast partially satisfied for continuous survival.

## **2). Security Need:-**

Security Needs are need for Economic Threat and Physical Harm. These include protection from arbitrary lock-off , Disaster and avoidance of unaccepted .

## **3). Social Need:-**

Social Needs are needs to associate with other people and we accepted by them to Love and Beloved . These needs are variously reffered to at “The need Instinct” gregariousness and life, but at base they point to that man who find a satisfaction association with other and fill real depreivation what it is not possible.

## **4). Esteem Need/Egoistic Need:-**

Esteem/Egoistic Needs are those relates to respect and prestige a need or dominance may be thought as one of the Egoistic Needs.

*There are 2(two) types:-*

**1). Self Esteem.**

**2). Esteem for others.**

## **5). Self-Fullfillment Need/ Self-Actualisation Need:-**

Self-Fullfillment Needs are the needs for realizing once is capable of accomplish for becoming what money's is capable for:-

1).A musical must want music.

2).A poet must write a poem.

It is to be ultimately happy. This need is also called need for self-actualisation or self-realisation. This process continues up the need hierarchy as is level of needs become dominant.

### ***3.3 Herzberg's Two Factor Theory:-***

Maslow's hierarchy of need provides some insides about people and their behaviour . Using this as a base,we can now look more specially at work motivation. Perhaps, the most popular theory of work motivation is based on Research started by Frederic.

In the original study, Herzberg's and it associates Interviewed 200 Engineers and Accountants. They asked them to think of time when they felt specially good about their job and they felt particularly bad about their jobs.

The Engineer and Accountants were ask to describe the factor that lead to these particular feeling. Firstly, all of them talking about especially bad times. The Engineers and Accountants browse up things like:- Unfair Salary, Unfair Policy, Poor Relationships with their Boss and Co-worker and Low pay. When talking about especially good-time job experience . They generally mention these factors instead when they talk about recognition they have received for a well done job or opportunity their job gain them personal growth and development.

Herzberg's and their associates represented with variety of workers in different type of organization . These result are generally some based on their finding.

#### ***Herzberg's develop two worker:-***

**A).Maintenance of Hygiene factor.**

**B).Motivator/Satisfier factor.**