



INTRINSIC MOTIVATION IS MORE SIGNIFICANT THAN EXTRINSIC MOTIVATION (WITH SPECIAL REFERENCE TO PRESENT INDUSTRIAL SCENARIO)

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ABSTRACT

Here the researcher endeavored to discover the significance of intrinsic motivation in comparison to the extrinsic motivation. The present industrial environment is highly competitive and in that circumstances, majority of the organization keep on conducting various types of research to get the maximum efficiency from the employees. Motivation is one of the factors to get the expected efficiency from employee. In the line of traditional thought we understand that the extrinsic motivation i.e. monetary reward or any other materialistic rewards will inspire the employee to produce best possible result but modern researchers believe that extrinsic rewards have brief impact to keep the spirit. In any case, regular imply of the intrinsic motivation such as recognition, achievement and many more will have a long-term effect. By considering that researcher has likewise tried to understand that actuality of the thought of modern researcher.

KEYWORDS: Motivation, Intrinsic, Extrinsic, Achievement, Recognition, Monetary, Materialistic and Reward.

INTRODUCTION:

Intrinsic motivation is completely based on intangible factors generate from inner impulse. As an example, many students who participate in the different cultural program in the educational institute because they love to participate in the college function for their enjoyment, considered as intrinsic motivation. On the contrary, many students participate in the same program because of reward, and then it should be defined as extrinsic motivation. Extrinsic motivation is pattern of rewards come from the external agency either from the industry itself or any other source. Extrinsic motivation comprises of external regulation, regulation, identification, and integrated regulation. Intrinsic motivation comes from the inner demands, forcing the employee to forward without the expectation of materialistic reward. In Indian scenario, mothers cook everyday for their children and never get tired out the entire life because their internal drive satisfies them just to make their children and rest of the family members happy. External inducement makes someone happy for few days but the inducement comes from the inner drive will make the person happy for a long time.

REVIEW OF LITERATURE:

Introducing reward and incentives time and again and get the work done through the agency is undermining the 'Intrinsic Motivation'. Continuous application of Incentive and reward is having negative impact in the long run. So submission of different intrinsic motivation may boost to work in the organization.¹

Many researchers have moved beyond the extrinsic and intrinsic motivation. In many cases dual motivations lost the significance in the industrial situation. Here researcher gave a thought to introduce multifaceted nature of motivation and validated multifaceted theory.²

Sometimes extrinsic motivation undermines the intrinsic motivation because of that researcher proposed to introduce the combined synergy of extrinsic and intrinsic motivation. That synergy may give the high level of satisfaction to the workers.³

A new pattern of motivation was developed in French. Here a 'Sports Motivation Scales' were developed consisting of three forms of regulation for Extrinsic Motivation and three form of Intrinsic motivation and amotivation. It had become very successful formula. 'The more self-determined forms of motivation were associated with more positive responses on related consequences.'⁴

An empirical research was conducted by investigative the two types of motivation i.e. extrinsic and intrinsic) which had clarified the employee knowledge sharing behaviors. This examination had discussed on the significance of reward and reciprocal benefit i.e. extrinsic motivation and intrinsic motivation such as knowledge self efficacy and enjoyment in helping others, out of all result said that reciprocal benefits, knowledge self-efficacy and enjoyment in helping others are highly associated with employee knowledge sharing attitudes and intentions but reward is not significantly associated with that.⁵

This paper investigated of effects external rewards on intrinsic motivation resulted that the conditional monetary rewards and threat of punishment shall reduce the intrinsic motivation on the contrary non contingent monetary reward not affected the intrinsic motivation and verbal reinforcement increase the intrinsic motivation.⁶

Researcher tried to make understand after his long study that many scholars believes that intrinsic motivation and creativity is significantly associated with each other, but he proposed that the enhancement of relationship of intrinsic motivation and creativity is possible by other-focused psychological processes. In that situation prosocial motivation build up the association between intrinsic motivation and creativity.⁷

In another research work which is a study of relationship between occupational stressor and strain and the impact of two moderating potential variables, work motivation – extrinsic and intrinsic and social support from colleagues, supervisor, friends and families. Though it is a study of many variables but the most significant matter in relation with my topic is important findings that is 'Intrinsic motivation is positive related to overall job satisfaction whereas extrinsic motivation was positively related to depression'⁸

Challenge, curiosity, control, fantasy, competition, cooperation and recognition are few factors that accomplish the sense of satisfaction.⁹

Most extensively referred to contemporary theories of intrinsic motivation is Self-Determination Theory, developed by Edward Deci and Richard Ryan. SDT (1975) uttered that humans have three instinctive psychological requirements: a need to feel competent, a need to feel related and a need to feel autonomous. Intrinsic motivation forms out of with the support of these needs. The authors told that people also look for work without any hesitation when they feel 'competent, autonomous and self-determined'. Authors also told, freedom is also one of the important criterion by which people are intrinsically motivated.¹⁰

Objective:

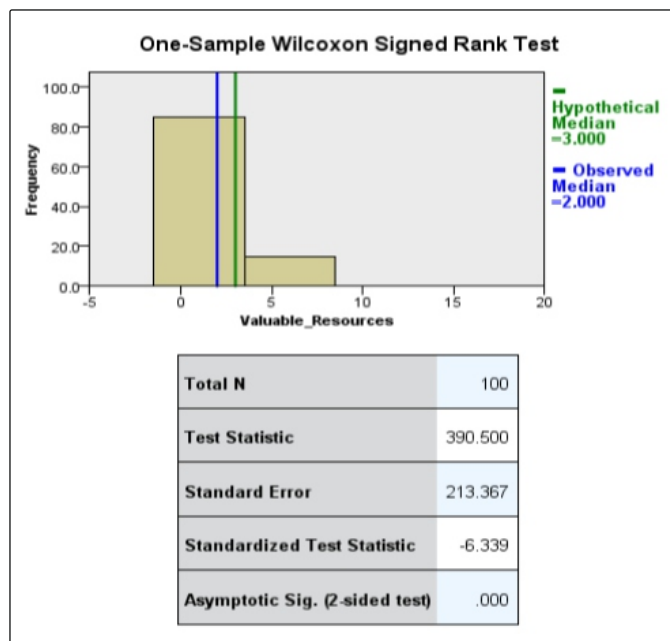
To examine the significance of intrinsic motivation as compare to the extrinsic motivation.

RESEARCH METHODOLOGY:

- Five point Likert scale was used
- Data are collected with help structured ordinal questionnaire.
- Data was analyzed through SPSS 21
- There were all together 100 workers were chosen as sample with the help of 'stratified purposive random sampling process'.
- For secondary data As we probably am aware, that the primary information is gathered in view of the interest of the investigator with the individuals who have been selected as sample but on the contrary, secondary informations are gathered on the basis of the regular search from the various sources. . Many sources are connected with the purpose of probing correct answer of the questions (objective) propounded by the researcher. Therefore, following analysis is completely drawn upon the availability of various research papers available in different journals, books, government documents and from various web sources.

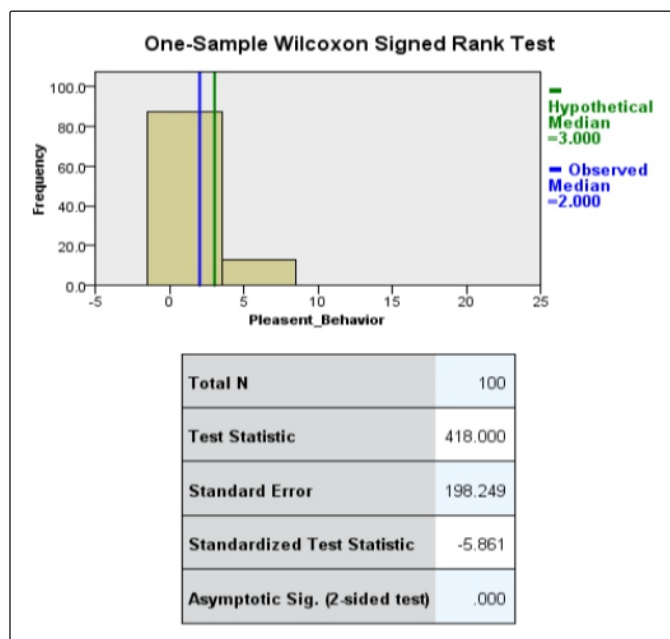
ANALYSIS & RESULT:

H1 Feeling as valuable resource of the organization does not increase efficiency



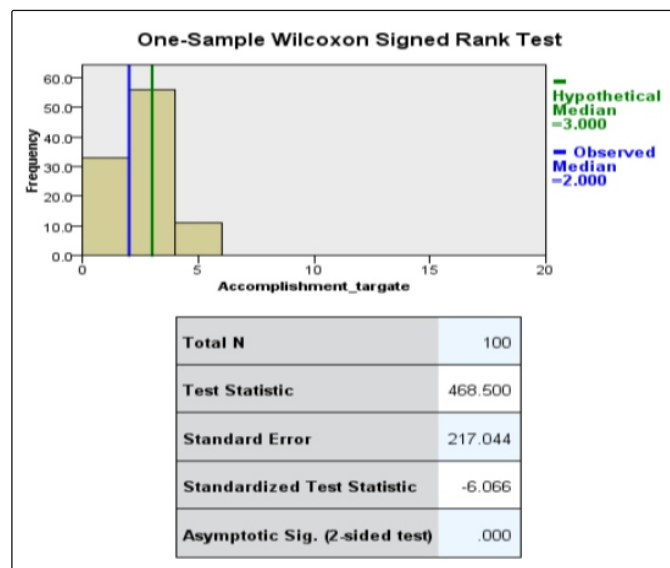
The P value test statistics is 0.000(2tailed) and at 95% confidence interval the Wilcoxon signed rank test statistics 390 is significant. It is decided that 3 or less than rank on 5 point scale will show the disagreement level of the employee. In that condition one sample Wilcoxon signed rank test (Median value is 2) rejected the null hypothesis. However we can conclude that there is a prevalence significant agreement that feeling as valuable resource of the organization increases efficiency.

H2 Pleasant behavior does not increase efficiency



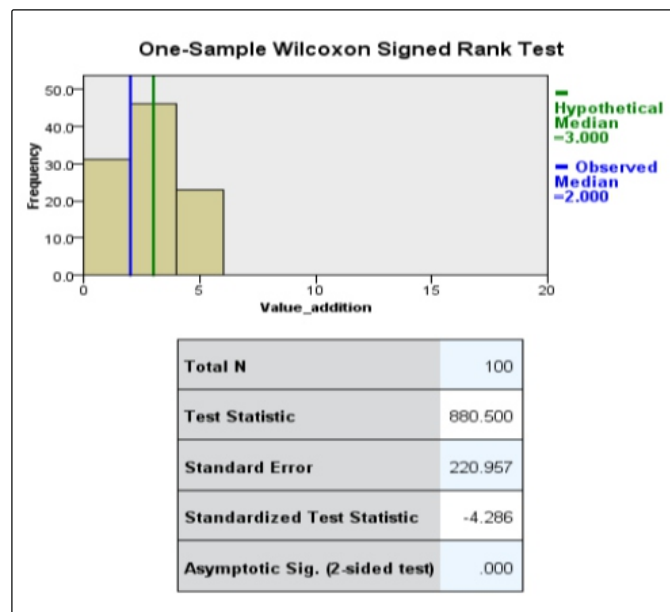
The P value test statistics is 0.000(2tailed) and at 95% confidence interval that the Wilcoxon signed rank test statistics 418 is significant. It is decided that 3 or less than rank on 5 point scale will show the disagreement level of the employee. In that condition one sample wilcoxon signed rank test (Median value is 2) rejected the null hypothesis. However we can conclude that there is no significant agreement that 'pleasant behavior does not increase efficiency of employee' and because of that there is a prevalence of feeling as pleasant behaviour of the organization increases efficiency.

H3 Feeling of accomplishment does not make internal drive achieve the next target.

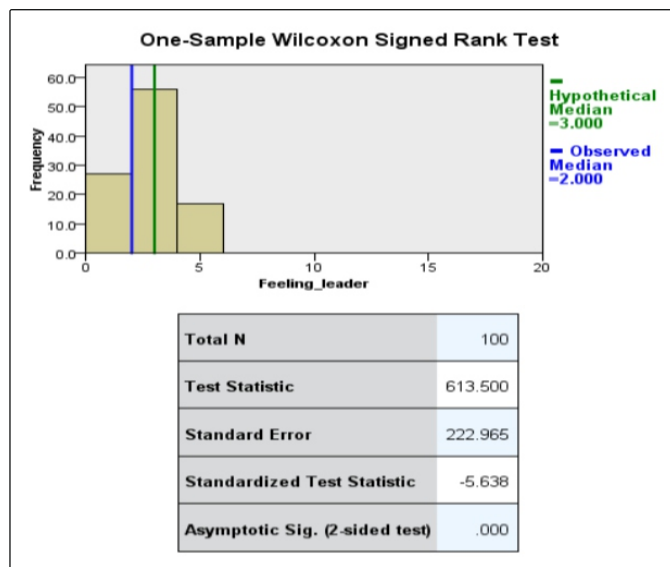


The wilcoxon signed rank test statistics is 468, which is significant at 95% confidence interval. The P value test statistics is 0.000(2tailed). We have taken into consideration that 3 or less than rank on 5 point scale will show the disagreement level of the employee. After going through the one sample Wilcoxon signed test null hypothesis i.e. there is no significant agreement (Median value is 2). However we can conclude that there is prevalence significant agreement that feeling of accomplishment makes internal drive achieve the next target.

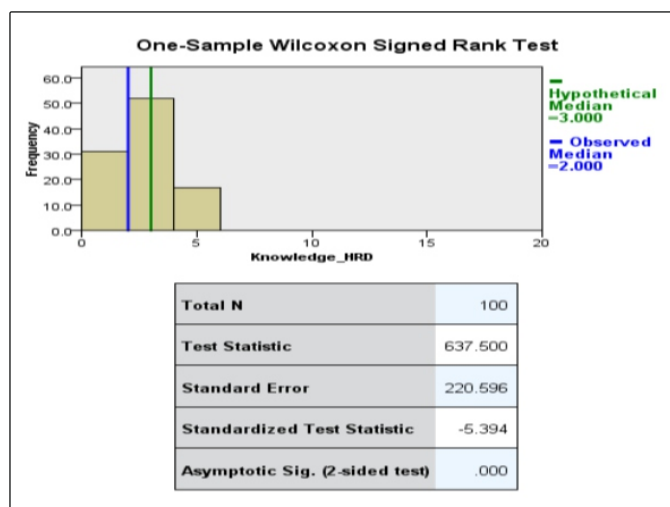
H4 Value added responsibility does not increase the efficiency.



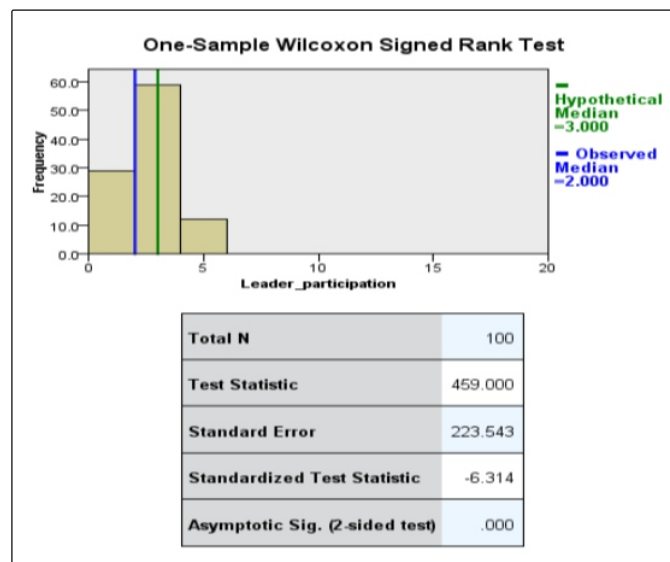
The P value test statistics is 0.000(2tailed) and at 95% confidence interval the wilcoxon signed rank test statistics 880 is significant. We have considered 3 or less than rank on 5 point scale will show the disagreement level of the employee, in that condition one sample wilcoxon signed rank test (Median value is 2) rejected the null hypothesis. So we may arrive into the conclusion that there is a prevalence significant agreement that value added responsibility of the organization increases efficiency.

H5 Feeling as leader or innovator does not inspire employee to work.

The wilcoxon signed rank test statistics is 613, which is significant at 95% confidence interval. The P value test statistics is 0.000(2tailed). We have taken into consideration that 3 or less than rank on 5 point scale will show the disagreement level of the employee. After going through the one sample wilcoxon signed test null hypothesis i.e. there is no significant agreement (Median value is 2). So finally we can conclude that there is prevalence significant agreement that feeling as leader or innovator inspires employee to work.

H6 Enhancing the knowledge from HRD department in regular interval does not increase the confidence.

Test statistics is 637 is significant at 95% confidence interval and the P value of test statistics is 0.000(2tailed). We have undertaken 3 or less than rank on 5 point scale will show the disagreement level of the employee. After going through the one sample Wilcoxon signed test null hypothesis i.e. there is no significant agreement (Median value is 2). However we may come under conclusion that there is a rejection of significant agreement that enhancing the knowledge from HRD department in regular interval does not increase the confidence.

H7 Participation of manger does not enhance worker to achieve their learning goals.

The P value test statistics is 0.000(2tailed) and at 95% confidence interval the Wilcoxon signed rank test statistics 459 is significant. We have considered 3 or less than rank on 5 point scale will show the disagreement level of the employee, in that condition one sample Wilcoxon signed rank test (Median value is 2) rejected the null hypothesis. So we may arrive into the conclusion that there is a prevalence significant agreement that participation of manger enhancing worker to achieve their learning goals.

CONCLUSIONS AND RECOMMENDATIONS:

From the aforesaid analysis, it is crystal clear that intrinsic motivation is having a significant impact on the productivity workers. All seven hypotheses have been analyzed by authentic method and in each case null hypothesis are rejected.

Undoubtedly, 'recognition' and 'achievement' etc. of the employee in the organization are significant expectations for intrinsic motivation. Recognition makes employee satisfy with their job. So Job satisfaction ultimately enhances the efficiency of the workers. Exchanging of value behavior is also the expectation of any employee. Pleasant behaviors in the organization always pursue a good working environment and comfortable to work. Sometimes in the organization, management and workers do not understand the exact pattern of behavior within the system. Sometimes it may affect to the intrinsic motivation and decreases the performance. Feeling a sense of achievement is a powerful motivator. A growing sense of achievement in the employee is also one of the important features of intrinsic motivation that leads to better performance and enhance the productivity. Adding responsibility for the workers with their regular worker is one of the important features to make worker satisfy to work in the organization. Adding responsibility makes the employee feel that they are growing in the organization. That process also considered as intrinsic motivation to make them workers happy to work. The knowledge enhancing from the HRD department in regular interval does increase the confidence. Participations of managers with a worker in ground level work will always help in achieving the organizational goals.

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