

## Ethnopsychological Characteristics of Motivation of Business Activity

Tilavov Muxtor Hasan o'g'li

Researcher at Bukhara State University, Bukhara, Uzbekistan. Email: mukhtortilavov@yahoo.com



**Copyright** © 2021 Tilavov Muxtor Hasan o'g'li. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Article Received: 23 April 2021

Article Accepted: 26 July 2021

Article Published: 28 August 2021

### ABSTRACT

*Entrepreneurial psychology basically does not have its own purely specific methods. This article analyzes the results of research conducted using common methods, as in other branches of entrepreneurial psychology.*

**Keywords:** Entrepreneur, Motivation, Diagnosis, Research, Scheme, Salary, Character, Development.

### Introduction

To conduct this research, a research program was developed to increase the scientific potential of the entrepreneur and increase the level of reliability. In the research work, it was found expedient to put forward a number of working hypotheses.

In the first place, the risk aversion of those who are much better off striving for success can be average. Secondly, those who are afraid of defeat can choose either too small or too high a level of risk. Third, if the test taker has a strong desire to succeed, his risk may be less, and at the same time his confidence in winning may not be as strong. Fourth, people who have a very strong motivation to succeed may be risk-takers and they may experience very few accidents, and they may also have a strong tendency to avoid failure. Fifth, if the protective instinct is high, it can often hinder his success, resulting in the entrepreneur not being able to set high tables.

In order to prove the scientific hypotheses and additional working hypotheses provided in the research program, Elers's "Diagnosis of Motivation to Avoid Failure", "Diagnosis of Motivation to Success" and Schubert's "Determination of Risk Readiness" and "Determination of Satisfaction" methods were used extensively.

### Discussion

The following analyzes were performed in the study:

#### *Analysis by gender*

79% of the total respondents are men and 21% are women. Of these, Bachelor (BR): male - 86%, female - 14%; Master (MR): male - 80%, female - 20%; Businessman (TR): male - 72%, female - 28%; Free Entrepreneur (AR): male - 81%, female - 19%; Selected free enterprise (ARs): male - 70%, female - 30%.

#### *Analysis by age*

Analyzing the age of the respondents, among entrepreneurs aged 18-24: BR - 92%, TR - 10%, MR - 82%, AR - 21.5% and ARs - 30%, Among entrepreneurs aged 25-30: BR - 8%, TR - 30%, MR - 16%, AR - 59.5%, ARs

- 30%. Among entrepreneurs aged 31-35: respectively - 0%; 1%; 56%, 12.4%, and 30%, respectively. Among entrepreneurs aged 36-40: 0%; 0%; 4%; 6.6%; was 10%.

### ***Analysis of business by experience***

When analyzing the entrepreneurial experience of the respondents who participated in our research, the experience of entrepreneurs with 1-3 years of experience - VR - 80%, TR. - 10%, MR - 58%, AR. - 31%, ARz -10%. Entrepreneurs with 4-5 years of experience - respectively - 16%; 40%; 30%; 55%; 20%. 4% of respondents who have been engaged in entrepreneurial activities for more than 5 years - respectively; 50%; 12%; 14%; 70%.

### **Research methods**

#### ***Methodology of studying “Satisfaction of basic needs of the person”.***

Instructions: Compare the 15 sentences below and rate them in pairs. For example: first the first line with the second, third with the third, etc., then the second line with the third, fourth, and so on to the end. When writing a quote in a cell, write the number in the cell that you prefer. For example, if the first row of the family compares to the second row, and the second is acceptable, then you write the number “2” in the box below the number “1”. When making a choice, evaluate within yourself by saying, “I would like to”.

1. To gain prestige.
2. To have a warm, sincere relationship with people.
3. Securing my own future.
4. Having enough money for a living.
5. Having good interlocutors.
6. Strengthen my position.
7. Strengthen and develop my own strengths and abilities.
8. Ensuring financial well-being.
9. Improving skills and knowledge.
10. Stay away from unpleasant incidents.
11. Striving for innovation and discovery.
12. Having an influence that affects others.
13. Shopping for good things.
14. Engaging in work that requires all the effort and skill.
15. Getting someone to always understand me.

**Maslow's set of parameters according to the hierarchy of needs**

**Table 1**

1.	Material needs:	4	8	13
2.	Security needs:	3	6	10
3.	Social (interpersonal) needs:	2	5	15
4.	Needs for recognition:	1	9	12
5.	The needs to show itself, to realize:	7	11	14

**Results**

When we finished, we calculated the amount of points that corresponded to each of our choices:

We selected the 5 sentences with the most points and placed them hierarchically. These are the basic needs of an individual. To determine the level of satisfaction of these 5 needs, we calculated the score of each of the questions in the 5 sections listed in Table 1 above.

**Schubert's method "Diagnosis of the level of risk readiness"**

Instructions: Evaluate your level of readiness to perform the required actions. Answer the 25 questions below by scoring according to this scheme:

- + 2 points - I completely agree, completely "yes"
- + 1 point - more "yes" than "no"
- ± 0 points - neither "yes" nor "no", the middle of the two
- 1 point - you can say "no" more than "yes"
- 2 points - completely "no"

1. Can you exceed the prescribed speed to provide faster care to a person with a serious illness?
2. Would you agree to go on a long and dangerous expedition if they promised to pay you a very good salary?
3. Can you block the path of a fleeing dangerous enemy or an armed thief?
4. Are you not afraid to go in your car next to a train traveling at 100 km per hour?
5. Will you be able to work normally the next day after a sleepless night?
6. Can you cross the cold river first?
7. Can you lend a large sum of money to a friend even if you don't fully trust him to pay it back?
8. Would you dare to enter the lion's cage with a lion trainer if he assured you that he was safe?
9. Can you climb very high when supported from the outside?

10. Can you steer a sailboat without a drill?
11. Do you dare to grab the reins of a running horse?
12. Can you ride a bike if you drink ten glasses of beer?
13. Can you jump out of the parachute?
14. Can I travel from Tashkent to Moscow without a ticket if necessary?
15. With an acquaintance who was seriously injured in a recent car accident, would you dare go to a car race while he was behind the wheel?
16. Can you jump from a height of ten meters to the tent of firefighters?
17. Can you agree to a complicated operation to avoid a disease demanding you to stay in bed for a long time?
18. Can you jump from the cargo wagon, moving at a speed of 50 km per hour?
19. Can you get out as the seventh person while you're in a hurry in the six-person elevator?
20. Do you dare to cross a busy street blindfolded if they promise to give you a large sum of money?
21. Would you agree to work if you were paid a large salary for a life-threatening job?
22. Can you calculate the percentage after consuming a strong intoxicating drink?
23. Can you hold on to the boss's word and hold the high-voltage wire, believing it to be non-toxic?
24. Could you fly the helicopter after a brief explanation?
25. Can you go to Moscow with a belt in your hand, but without breastfeeding and money?

***Elers's "Determining Motivation to Avoid Defeat" Methodology***

Instructions: You are recommended 30 sets of words, each with 3 words. From each row, select one word that is closest to you and matches your character and mark it (Table 2).

**Table 2**

No.	1	2	3
1	Courageous	Watchfulness	Intendant
2	Modest	Shy	Caesar
3	Carefulness	Resolute	Hopeless, pessimistic
4	Changing	Careless, naive	Attentionly
5	Foolish	Cowardly	Foolish, indifferent
6	Quick-tempered	Brave, fearless	A person who thinks and acts

7	Cold-blooded	Hesitant	Agile, courageous, brave
8	Aspirational	Fickle	Coward
9	Not thinking	Self-expression	Unseen
10	Optimistic, confident over future	Conscientious	caring (to people)
11	Melancholy, dull	Suspicious	Unstable
12	Coward	Ignore	Exciting
13	Intentional, purposeful	A mature man	Cowardly, frightened
14	Attention	Mechanism	Brave, courageous
15	Generous	Courageous	Valiant
16	Intendant	Careful person	Wise
17	Quickly get excited	Dreaming-disarray	Shy
18	Humble	Imprudent	not paying attention
19	Scary	Indecisive	Nervous
20	Disciplined	Loyal	Intentional
21	Hard-headed	Spirited	Courageous, irreversible
22	Dependent	Indifferent, careless	Undisciplined
23	Cautious	Laid-back	Resistant
24	Sapient	Merciful	Intrepid
25	Predictor	Fearless	Scrupulous
26	Headlong	Faint-heart	Carefree
27	Perplexed	Deliberate	Hopeless, pessimistic
28	Attentive	Thoughtful	Practical
29	Taciturn	Chaotic	Poltroon
30	Prospective	Vigilant	Anxiety

### Conclusion

The analysis of the above results confirmed that the majority of entrepreneurs are able to realistically assess their capabilities and situation, as well as their willingness to operate in conditions that are uncertain for them, and at the same time only consciously risk. Despite the fact that the motivation to succeed and avoid defeat

differs in content, level of risk readiness, all of them participate in its development as a necessary condition for the formation of entrepreneurial motivation in the individual, provide a different approach, integrity.

## **Declarations**

### ***Source of Funding***

*This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.*

### ***Competing Interests Statement***

*The author declares no competing financial, professional and personal interests.*

### ***Consent for publication***

*Author declares that he/she consented for the publication of this research work.*

### ***Availability of data and material***

*Author is willing to share the data and material according to the relevant needs.*

## **References**

- [1] Alekseev A.A., Gromova L.A. Psychogeometry for managers. - L.: 1991.-185 p.
- [2] Bityanova M.R. Social Psychology. -M.: 1994. -165 p.
- [3] Blokhin S.N., Shkarin A.Yu. Individual entrepreneur. -M.- SPb .: ITD “GERDA”, 1997. - 415 p.
- [4] Busygin A.V. Entrepreneurship. The main course. Textbook for universities. -M.: INFRA-M, 1997-608 p.
- [5] Bunkina M.K., Semenov V.A. Economics and Psychology. At the crossroads of sciences: Textbook. -M.: Publishing house “Delo and Service”, 1998. -400 p.
- [6] Turdiyev B. S. The role of national harmony in the strategy of spiritual renewal //Scientific Bulletin of Namangan State University. – 2019. – T. 1. – No. 6. – C. 229-233.
- [7] Sobirovich T. B. The criterion of human indicators in development and renewals in Uzbekistan //EPRA International Journal of Multidisciplinary Research (IJMR). – 2020. – T. 6. – No. 8. – C. 509-511.
8. Turdiyev B. THE strategy for the implementation of the modern governance system in Uzbekistan //Центр Научных Публикаций (buxdu. uz). – 2020. – T. 10. – No. 9.