

A Comparative Study on Motivation Theory with Maslow's Hierarchy theory and Two factor theory in Organization

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ABSTRACT

This paper gives detail information about the motivation of employees within the organization by considering two theories as Maslow's Hierarchy and two factor theory. This is a comparative study to find out which theory is most used in the organization and the employees satisfied by that theory functions. This study has been made with the help of a survey of related papers and made a comparison with the need of the paper. Finally this study has been concluded that Maslow's Hierarchy has given more important value in many organizations as compared to the two factor theory.

Keywords: Motivation, Needs, Safety, Satisfaction and Employee retention.

1. OBJECTIVE

The main intention of this paper is to make a comparative study of motivational theory by considering two theories as Maslow's Hierarchy Theory and Two factors (Herzberg) Theory. This study concentrates on the motivation factors which satisfy the employees in an organization. By this study is prepared to prove that Maslow's Hierarchy is the best one as compared to Two factor theory. The main motive of this study is to analyse and interpret about the satisfaction of employees by using motivation factors and by which factors or theory the employees attains more satisfaction. This helps to find out the importance of Maslow's Hierarchy theory in the organization.

2. INTRODUCTION

Motivation is derived from the word 'motive' which reflects to desire, needs, wants or drives within the individual. Motivation of the employee by his supervisor will ensures the behaviour of the employee into the organization. Motivating the employee is a very important role in all the organization. Each and every employee should be motivated by his supervisor or manager so that he/she will perform better in the organization to achieve the targeted goals by the company. There are different ways in motivating the employee as monetary as well as non-monetary. Monetary factors are deals with money named as incentives and non-monetary factors includes rewards, employee of the month, coupons, free membership cards, issuing expense card, etc. There are different types of employees work in the organization some may motivated by monetary and some by non-monetary. Employees get satisfied and motivated in different aspects.

There are some theories which have been introduced by the famous authors which help to determine what all factors required to motivate the employees. The main motivation theories are Maslow Hierarchy Theory, Two Factor theory (Herzberg), Alderfer's ERG Theory, Acquired Need Theory (McClellan), Cognitive Evaluation Theory, Equity Theory, Reinforcement Theory and Expectancy Theory (Vroom). This article mainly concentrates on a comparative study between Maslow Hierarchy Theory and Two Factor Theory.

Maslow Hierarchy theory explains the hierarchy level for satisfaction and motivation of an individual in the organization. This theory concentrates on 5 important elements based on home needs and job needs of an individual, which are Self- Actualization, Esteem, belongings, Safety and Physiological. According to Maslow the lower need is considered to be more important.

Two Factor Theory (Herzberg) states that there are two type of factor which influences to motivate the employees. The two factors are Motivational and Hygiene factors. Motivational factors include Power, Higher responsibility, Growth in designation and Promotions which is considered to be a non-monetary motivation factors. A hygiene factor includes Pay (Monetary factors), Status and Job security.

3. LITERATURE REVIEW

1. A Review of Employee Motivation Theories and their Implications for Employee Retention within Organizations, this paper gives a combination of employee motivation theories and provides an evidence of the way employee motivation affects worker retention and other behaviours inside groups, in addition to explaining why it's miles critical to maintain important employees, the writer defined the applicable motivation theories and defined the implications of employee motivation theories on growing and imposing worker retention practices. The very last section of the paper offers an example with detail clarification on how effective employee retention practices can be explained through motivation theories and the way these efforts function a method to growing organizational performance. In these days fairly competitive hard work market, there is considerable evidence that agencies regardless of length, technological advances, market cognizance and different factors are facing retention challenges. There are indeed many worker retention practices inside businesses, however they are seldom advanced from sound theories. Swanson (2001) emphasised that concept is required to be both scholarly in itself and established in exercise, and can be the idea of good sized advances. Given the large investments in employee retention efforts within agencies, it's miles rational to become aware of, analyze and critique the incentive theories underlying worker retention in agencies. Low unemployment levels can pressure many corporations to re-look at employee retention strategies as a part of their efforts to maintain and growth their competitiveness however not often expand these strategies from current theories. the author therefore defined the importance of retaining essential employees and explained how employee retention practices may be more powerful by using identifying, studying, and critiquing employee motivation theories and showing the connection between worker motivation and employee retention.

2. A Literature Review of Selected Theories Dealing with Job Satisfaction and Motivation, this article states the process satisfaction, motivation, and praise systems are included in a single vicinity of organizational idea. The most powerful impact in this vicinity is motivation as it overlaps into each of the alternative two additives. A review of the classical literature on motivation famous 4 predominant theory regions: (1) Maslow's Hierarchy of desires; (2) Herzberg's Motivation/Hygiene (two issue) concept; (3) McGregor's X Y Theories; and (four) McClelland's need for assessment theory. Maslow states that human beings are stimulated via unmet wishes which

are in a hierarchical order that prevents human beings from being encouraged via a need location until all decrease degree wishes were met. Herzberg states that satisfaction and dissatisfaction are not at the identical continuum and are therefore now not opposites. He similarly states that the motivational factors can reason pride or no satisfaction while the hygiene elements purpose dissatisfaction when absent and no dissatisfaction whilst gift, both having magnitudes of strength. McClelland's want for fulfilment underlies Maslow's self-actualization. McGregor's principle Y fits a good deal of Maslow's self-actualization stage of motivation. it's miles based totally on the idea that self-direction, strength of mind, and maturity manage motivation. praise structures should correspond to intrinsic elements if employees are to be stimulated. pleasurable extrinsic factors is an all too typically attempted technique for motivating employees, however theory suggests that those efforts can't cause influenced workers. (creator/ABL)

3. “Understanding Employee Motivation”, this article concentrates on examine tested the ranked significance of motivational elements of personnel at the Ohio state university's Piketon studies and Extension center and enterprise center. The hand-delivered descriptive survey addressed ten motivating factors within the context of worker motivation idea. Findings suggest thrilling work and appropriate pay are key to better worker motivation, they carefully designed reward structures that include process enlargement, task enrichment, promotions, internal and external stipends, monetary, and non-monetary reimbursement have to be considered.

4. “Maslow reconsidered: A review of research on the need hierarchy theory”, this article states about the uncritical reputation of Maslow's want hierarchy idea notwithstanding the lack of empirical evidence is mentioned and the need for an assessment of new empirical proof is emphasised. A review of ten component-analytic and three ranking research testing Maslow's concept confirmed handiest partial support for the idea of need hierarchy. A huge range of pass-sectional research confirmed no clean evidence for Maslow's deprivation/domination proposition except in regards to self-actualization. The length way of studies proving out that Maslows gratification or activation proposition has no use and the confined support gathered from pass sectional studies is arguable by many dimensional issues. The problems with testing the idea are mentioned and the conceptual, methodological, and dimension problems of the studies reviewed are exact. The implications of the findings and future guidelines for research are outlined.

5. “Herzberg’s theory of motivation and Maslow’s Hierarchy of needs”, this paper gives a huge information among numerous behavioural theories long generally believed and embraced by American business are those of Frederick Herzberg and Abraham Maslow. Herzberg, a psychologist, proposed a concept about process factors that inspire employees. Maslow, a behavioural scientist and modern of Herzberg's, developed a principle about the rank and pride of numerous human desires and how people pursue these needs. These theories are widely noted inside the business literature within the training career, however, researchers in the '80s raised questions about the applicability of Maslow's and Herzberg's theories to simple and secondary school teachers: Do educators, in fact, fit the profiles of the average business employee? this is, do teachers(1) respond to the same motivators that Herzberg

related to employees in profit-making corporations and (2) have the same wishes styles as those exposed by Maslow in his studies of enterprise employees? This digest first provides quick outlines of the Herzberg and Maslow theories. It then summarizes a study via individuals of the Tennessee profession Ladder software (TCLP). This study found proof that the teachers in this system do not in shape the behaviour of human beings hired in business. Specially, the findings disagree with Herzberg in relation the significance of money as a motivator and, with Maslow in regard to the position of esteem in a person's hierarchy of needs.

6. “Rediscovering the later version of Maslow’s Hierarchy of needs”, this paper gives the information about the traditional description of Abraham Maslow's (1943, 1954) hierarchy of needs is wrong as an outline of Maslow's later thought. Maslow (1969a) amended his version, placing self-transcendence as a motivational step beyond self-actualization. Objections to this reinterpretation are considered. possible reasons for the persistence of the conventional account are described. recognizing self-transcendence as a part of Maslow's hierarchy has important outcomes for idea and studies: (a) an extra comprehensive expertise of worldviews regarding the that means of existence; (b) broader expertise of the motivational roots of altruism, social progress, and wisdom; (c) a deeper information of religious violence; (d) integration of the psychology of faith and spirituality into the mainstream of psychology; and (e) a more multiculturally integrated technique to psychological theory. (PsycINFO Database document (c) 2016 APA, all rights reserved).

7. Testing Maslow’s Hierarchy of Needs: Maslow's hierarchy-of-needs concept is used to expect development of exceptional of existence (QOL) in nations through the years. Preceding information units have not had sufficient strength to check those development traits among countries. Consequently a brand new database changed into evolved that includes annual best of life time-series for 88 international locations from 1960 to 1994, protecting measures on all five of Maslow's want-ranges. Consequences confirmed giant settlement with some of Maslow's predictions, such as his collection of want fulfilment, and components of an S-shaped trajectory in QOL. However, his mechanism of increase – that international locations should gradual boom in one location to increase boom in some other – changed into disconfirmed.

4. CONCLUSION

This study states about the importance of Maslow’s Hierarchy Theory as compare to two factor Theory practiced used in organization to satisfy the employees. Maslow’s Hierarchy gives a total description of human needs. This theory states all the five important factors into one which includes Basic needs (psychological need and safety needs), Psychological needs (love and esteem needs) and self-fulfilment (self-actualization). Whereas Two factors theory states about two important things i.e. Hygiene factor and Motivational factors by which it gives more important on employee status, responsibility and pay from the organization. With the help of review from some articles it seems to be that every employee is satisfied with their basic needs and self-actualization like creative activities into the organization to reduce their stress. Different employees have different interest and different thoughts but everyone is not only in need of money, they were concentrated to acquire the basic needs and

requirements to survive their family and themselves with the help of organization. Hence by comparing the reviews of many authors and their articles it has been proved that Masclow's theory is the best one as compared to two factor theory. This report helps to find out the importance of Masclow's theory for motivating the employees for satisfaction and to reduce the retention process in the organization.

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