UNIT 5 TRAVEL MOTIVATIONS

Structure

5.0 OBJECTIVES

After studying this unit, you should be able to:

- understand motivation;
- describe what is travel motivation;
- list the various attributes of travel motivation; and
- explain the various tourism motivation models.

5.1 INTRODUCTION

Human beings are complex organisms that can desire and involve themselves in various activities. For instance, a student reading a book, a man looking for a job for his sustenance and livelihood, a nomad travelling in search of shelter, and even all the actions that Hamlet commits in the play (Hamlet) were the result of his motivations!The word "motivation" is derived from the Latin term *movere* meaning- to move. Travel is an activity essentially driven by motivational forces. Some of the early accounts of travel available with us today, point towards the interest of the then travellers in exploration, particularly driven by the motivation to discover new lands, procure resources and search for treasure. However, the pre-historic travel has undergone significant changes with time, resulting in a shift from the search of food and shelter to pilgrimage to trade and then to recreation, leisure, health and rejuvenation etc. The above discussion also highlights an important feature of motivation, which is, they are interest-based.

We shall discover more of the inherent features of motivation and study attributes of travel motivation in this unit.

5.2 MOTIVATION

Motivation is derived from the term *motive.* The motive may be defined as an inner state of mind that activates and directs our behaviour. Inspiration is the essential mental cycle. None would reject that it is the most significant measure in a way to deal with authoritative conduct. Numerous individuals compare the reasons for conduct with inspiration. Reasons for conduct are a lot more extensive and more intricate than can be clarified by inspiration alone. Consequently, inspiration ought to never be under-evaluated.

Alongside Perception, Personality and Learning, Motivation is a significant cycle in understanding a conduct. It must be recollected that inspiration ought not be taken for conceded as the main clarification of conduct. It acts and connects related to other interceding measure and the earth. It should likewise be recollected that like some other interceding cycles or condition, inspiration can not be seen. Inspiration is undetectable. What all can be seen is the conduct. Inspiration is the theoretical build that is utilised to help clarify conduct.

The term motivation has been defined as:

"A process that starts with a physiological or psychological deficiency or need that activates a behaviour or a drive that is aimed at a goal or incentive."

Fred Luthens

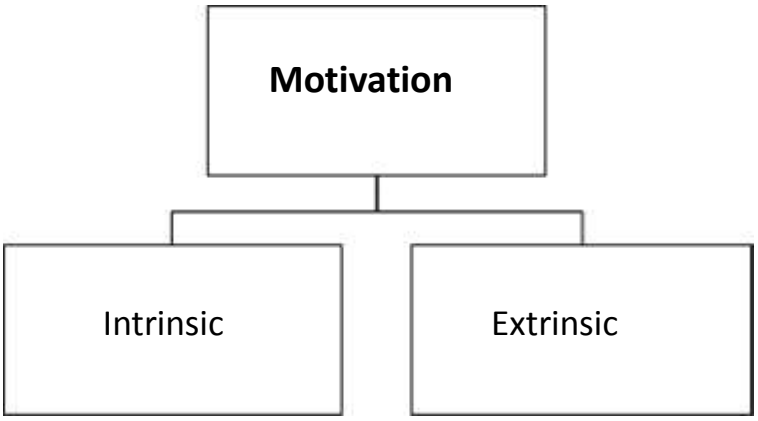
"Motivation means a process of stimulating people to action to accomplish desired goals."

William G Scout

"Motivation refers to the way in which urges, drives, desires, aspirations, strivings or needs direct, control and explain the behaviour of human beings."

McFarland

The various examples as described above lead us to the categories of motivation, which are: Intrinsic Motivation and Extrinsic Motivation.



- ***Intrinsic motivation***

  Intrinsic motivation is a type of motivation wherein motives originate from inside the human body. It is a behaviour that is triggered by internal rewards. In other words, intrinsic motivation arises from within the individuals as it is satisfying to them. These are activities done for innate happiness and not for some separable outcome. Example: Hunger, sleep, etc.

- ***Extrinsic Motivation***

  On the other hand, in Extrinsic Motivation, motives originate from outside the human body. It refers to a stimulus that is driven by external rewards such as money, fame, respect, recognition, ego enhancement etc. Thus, it is fundamentally a reward driven behaviour.

5.2.1 Types of Motivation

a) ***Primary Motives:***

Psychologists don't absolutely concede to how to explain different human thought processes yet they would recognise that a few intentions are untaught and physiologically based. Such intentions are differently called physiological, natural, untaught or the essential. The last term essential is utilised here in light of the fact that it is more exhaustive than the others. The utilisation of the expression "Essential Motives" doesn't infer that the said gathering of intentions consistently overshadows "General" and "Auxiliary" gathering of thought processes.

Despite the fact that the priority of Primary intentions is inferred in some inspiration speculations and there are numerous circumstances where General and Secondary thought processes prevail over essential intentions. Basic models incorporate abstinence among ministers and fasting for a strict, social or a political reason. In both of these cases learned Secondary thought processes are more grounded than untaught Primary intentions.

Primary motives are generally related to our wants and needs for survival, which consists of needs like thirst and hunger, warmth, love, sex and avoidance of pain and other general motives that may affect or influence human behaviour at a greater level.

b) ***General Motives:***

A separate classification for general motives is not always given. Yet such a category became necessary because there are a number of motives which lie in a grey area between the Primary and Secondary classification. To be included in a general category, a motive must be unlearned but not physiologically based. Although not all psychologists would agree, the motives of Competence, Curiosity, Manipulation, Activity and Affection seem to best meet the criteria for said classification. An understanding of these general motives is crucial to the study of human behaviour, especially in organisations. These are more relevant to Organisational Behaviour than the Primary Motives.

c) ***Competence Motive:***

Robert W White is most closely associated with the competence motive. White built an entire theory of competence motive, he was convinced that people strive to have control or competence over their environment. People need to know what they are driving to be able to make things happen. White determined that critical time for competence development is between the ages of six and nine. During this period children cut strings and venture into world on their own.

They develop needs to cross the street by themselves, ride a bicycle, play base-ball, roller skates and read. These needs are manifested by the drive for competence or mastery over the environment. The experiences of success and failures that youngsters come across, during the critical period, have a lasting impact on the intensity of their competence motive. This motive has interesting implications for job design in the organisation. It suggests that people may be motivated by the challenges of trying to master the jobs or to become competent in the jobs. But once the highly specialised jobs are mastered in the modern organisations, shortly after that the competence motive would disappear.

d) ***Secondary Motives:***

Secondary motives are totally connected to learning concepts. A motive should be learned to be added in the secondary category. Many crucial human motives meet such criterion. Few of most important include Achievement, Affiliation and power and those are commonly referred to as Ach, Aff & Pow. In total, Specially with reference to organisational behaviour, Status and Security are also important secondary motives.

e) ***Power Motive:***

The main promoter of the force rationale was Alfred Adler. In the year 1911, Adler formally broke his nearby binds with Sigmund Freud and proposed a contradicting hypothetical position. Though Sigmund Freud focused on the effect of the past and of sexual oblivious inspiration, Adler subbed the future and people overpowering drive for predominance of intensity.

Adler stated: - "Presently I start to see plainly in each physical wonder the making progress toward predominance. Every one of our capacities follow its headings, properly or wrongly they make progress toward victory, guarantee, increment. Whatever guarantees every one of our thinkers and therapists long for are Self safeguarding, joy guideline, adjustment, all these are nevertheless ambiguous portrayals, endeavours to communicate the incredible upward drive". The crucial truth of our life.

To clarify the force need – the need to control others or the drive for predominance over others. Adler built up the ideas of feeling of inadequacy and pay. He felt that each little youngster encounters a feeling of inadequacy. At whatever point this sentiment of mediocrity is joined with what he detected as a natural requirement for predominance, the two standards all the conduct. The individual's way of life is portrayed by endeavouring to make up for sentiment of inadequacy which is joined with the natural drive for power. The force intention has noteworthy ramifications for hierarchical initiative and conduct and for the casual political parts of associations. It has risen as

one of the most significant elements in the investigation of hierarchical conduct.

f) ***Affiliation Motive:***

The affiliation motive though very complex, plays a very vital role in human behaviour. Sometimes affiliation is equated with the social motive and / or group dynamics. The affiliation motive is neither as broad as is implied by the definition of social motives nor as comprehensive or complex as is implied by definition of group dynamics. According to Hawthorn studies, the importance of affiliation motive in the behaviour of an organisation's participants has been very clear. Employees especially rank and file employees have a very intense need to belong to and be accepted by a group. This affiliation motive is an important part of group dynamics.

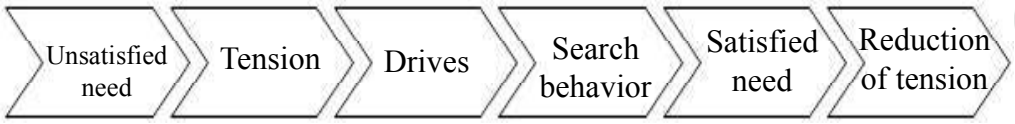
g) ***Status or Prestige Motive:***

Dr. Saul W Gellerman is a renowned psychologist and a member of the American Psychological Association. He is Manager of Personnel Research IBM World Trade Corporation. In one of his books "MOTIVATION & PRODUCTIVITY" he says: - "A man's prestige in other words is how he expects to be treated and it has therefore a definite effect on how comfortably, conveniently and efficiently he can expect to get along in the life. Prestige is conferred by the society and not elected by an individual to suit his taste. High prestige is often as much a matter of low status people wanting to put someone on a pedestal or platform".

5.2.1.1 Motivation Process

The key to understanding motivation leads us to the Motivation Process which is a relationship between needs, drives, and goals. No matter which theory of motivation we follow, the process remains the same.

The motivation process traverses through a series of discrete steps which have been presented as below:



1) Unsatisfied Need **:** It is the first step in the motivation process. The unsatisfied needs are triggered by an internal stimulus such as hunger and thirst. But they can also be activated externally such as through advertisement and display boards.

2) Tension **:** An unsatisfied need creates tension amongst the individual. The tension varies from physiological to sociological and psychological. The tensions subsequently stimulate drive.

3) Drive **:** A drive is essentially a strong stimulus created by tensions that call for action. During this stage, individual indulges in activities to satisfy the identified needs.

4) Search behaviour : The drive generates search behaviour to satisfy the needs identified in the first process. The search behaviour is vital to the motivation process.

5) Satisfied Need : After successful conduct of search behaviour, the next step in the satisfaction of a need. The need may be satisfied through rewards and punishments. These may be internal or external.

6) Reduction of tension : This is the last step in the motivation process. This can also be interpreted to be the realisation of our ultimate goal-the satisfaction of need and subsequent reduction of tension. However, if needs are left unsatisfied, it can become the foundation for the commencement of another cycle with different needs and goals.

Check Your Progress A

1) Define Motivation.

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2) Describe Motivation process.

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5.2.1.2 Motivation and Behaviour

Motivation causes goal directed behaviour. Need is the base for the motivation which is a kind of mental feeling in an individual that he needs something. This lack of something created tension in the mind of the individual. The individual tries to overcome this by engaging himself in a behaviour through which he satisfies he needs. This is goal directed behaviour and it leads to goal fulfilment and individual succeeds in fulfilling his needs and thereby overcoming his tension in the favourable environment. Behaviour ends the moment tension is released. However, satisfaction of one need leads to feeling of another need, either same need after some time or different need and goal directed behaviour goes on. Thus, goal directed behaviour is a continuous process.

However, if the need is not satisfying because of some reasons, the person may feel frustration which can be defined as accumulation of tension due to non-fulfilment of needs. At this stage the individual will try to modify his behaviour to eliminate factors for non-fulfilment of his needs. For example, putting more force need satisfactions.

5.3 TRAVEL MOTIVATION

Tourism motivation research's history dates back to the first study conducted by Plog in 1972, followed by Dan in 1977, Crompton in 1979 and IsoAhola in 1980- 1982. All the aforesaid mention theories suggest different categories of tourists, however one single thought that runs through each is that Tourists undertake travel for leisure, learning, socialise or for religious purposes.

Tourist motivation as cited in Pearce, Morrison & Rutledge 1998 has been defined *"as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviour and experience."*

Tourism is a potential tool to assess changes in social, economic and psychological attributes when people leave and return to their usual place of residence. From the businessmen's perspective, tourism is a response to certain need-based actions/ drives.

With the gradual expansion of this industry, arose a necessity to assess the factors with vital impact on tourists' motivation to travel. Understanding and assessing these factors assist service providers to develop the appropriate package for the tourists.

5.3.1 Application of Motivation Theories to Tourism

5.3.1.1 Maslow's Need Hierarchy Theory of Motivation

There is an array of theories available to describe the nature of the motivation process. But owing to its complex nature, not one theory could be used to illustrate what exactly motivates people and activates their need directed behaviour.

Nevertheless, Maslow's need Hierarchy is believed to be closest to accurate to back the theory of Motivation process.

Characteristics of Maslow's Need Hierarchy Theory of motivation:

- One of the peculiar characteristics of this theory lies in the fact that an individual's needs move in a hierarchical order, i.e. from bottom to top.
- An individual can shift from a lower-level need to the upper level only after the former is satisfied.
- Once a given level of need is satisfied, it loses its ability to motivate the individual further.

Maslow's theory is based on a hierarchy of five basic needs:

- ***Basic Physiological Needs:*** The needs which are the most basic, constitutes this category. For example hunger, sleep, thirst, etc. This concept can also be applied to the tourism industry. A tourist while undertaking travel ensures the availability of appropriate accommodation, potable water, and restaurants providing good quality food.

- ***Safety/Security Needs:*** These needs protect individual from physical and emotional harm. For example, job security, the stability of income. etc. In the case of the tourism industry, destinations can attract tourists only if they provide sufficient security and hassle-free vacation experience.Thus, in case of a tourist destination safety and security could be ensured by providing assistance and ensuring repatriation of travellers in case of any emergency (Natural calamity, etc.)

- ***Affiliation/belonging needs:*** The third need relates to the desire of formulating and/or building relationships with people to create a sense of belongingness. To tourists, this need is essential to become familiar with communities and to ultimately immerse in the travel experience.

- ***Esteem Needs:*** After the fulfilment of affiliation and belonging needs, the fourth need arises which is, esteem needs. This includes self-respect, recognition, and attention. This phenomenon is very much evident in the tourism industry as a large part of the tourists' community, travel to boast among friends and family, and to gain higher social status.

- ***Self-actualisation Needs:*** This is the final need in the pyramid. It includes growth and self-fulfilment. In the context of tourism, travellers are seen to be traveling to improve a specific skill set like hiking, trekking or even undertaking activities like scuba diving, caving, etc which results in increased stamina, improving their risk-taking abilities and many more.

5.3.1.2 Expectancy Theory

The expectancy theory of motivation was propounded by Victor Vroom of Yale School of Management in 1964. This theory in simple words, means how much an individual wants a reward. It is based on the belief that more effort will lead to better performance. Vroom used the variables Expectancy, Instrumentality and Valence to describe the same. This motivational relationship is expressed in the form of formula:

$$M = V \times E \times I$$

Where,

M= Motivation

V= Valance

E= Expectancy

I= Instrumentality

- **Expectancy** : It is an individual's perception about the extent to which his/her effort will result in a certain level of performance. If expectancy is high, people believe that the harder they try, better would be their performance.
- **Instrumentality** : It is related to the level to which the performance at a certain level will result in attainment of outcomes. In situation of high instrumentality people often believe that greater level performance leads to realisation of certain outcomes (which may/ may not be desirable)
- **Valence** : It is the last step in the process and directs to the desirability of each of the available outcomes. In this stage, they desire the outcomes that result from their performance (higher here).

5.3.1.3 Dann's Theory of Push and Pull Factors

Dann unambiguously explains this theory through two different levels of socio-psychological motivation. The first level, i.e.push factors are the motives that drive people away from home. For example, Novelty, education etc.

The second level being pull factors which are the motives that attract tourists towards a destination.

The levels have been described in detail as follows:

- ***Push Factors:***

As described above, push factors are intrinsic or internal desire or needs that urge people to travel. Push factors are socio-psychological in nature as they arise from within the individuals and are associated with factors like yearning for rest, leisure, recreation, spending time with family and friends or even a weekend getaway are all examples of Push factors. Psychological and physiological imbalances in particular play an important role to motivate people.

- ***Pull factors:***

Pull factors, on the other hand are based on a destination's attractiveness, specifically the facilities and amenities it has to offer to the tourists, for example appropriate accommodation, restaurants, entertainment facilities, etc. Despite the fact that pull factors are largely stimulated by external forces and are destination specific but they can help set off the push factors.

On the whole, both push and pull coincide for the ultimate travel decision and experience.

Push factors	Pull Factors
• Escape • Self Discovery • Leisure • Adrenaline rush • Spending time with family and friends	• Natural Beauty • Cultural attractions • Accomodation • F&B services • Recreation Facilities

Check Your Progress B

1) What are push and pull factors in tourism motivation?

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2) What is expectancy theory of motivation?

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5.3.1.4 Gray's Travel Motivation Theory

Gray's Travel motivation theory constitutes two main motives for travel: Wanderlust and Sunlust.

- ***Wanderlust***

Wanderlust is a strong desire or urge to travel. It is fundamentally a connate trait i.e. arising from within the individual and may be induced by socio-psychological imbalances. One of the peculiar characteristics of wanderlust is the desire to explore the undiscovered places; to leave from a familiar environment to an unfamiliar one. Curiosity also plays an important role here.

- ***Sunlust***

Sunlustis related to travel for particular facilities or amenities that do not exist at the place of residence of the tourist. For example, recreation and leisure facilities, shopping, gaming arenas, cultural or historical interest and many more. Sun-lust also includes travel for adventure activities like trekking, rafting, mountaineering etc. The duration of this travel is of longer term as compared to wanderlust.

5.3.1.5 Cohen's Types of Tourist Theory

Cohen, a sociologist of tourism has in his theory, classified tourists on the basis of their travel behaviours and on the basis to which they aspire familiarity and novelty.

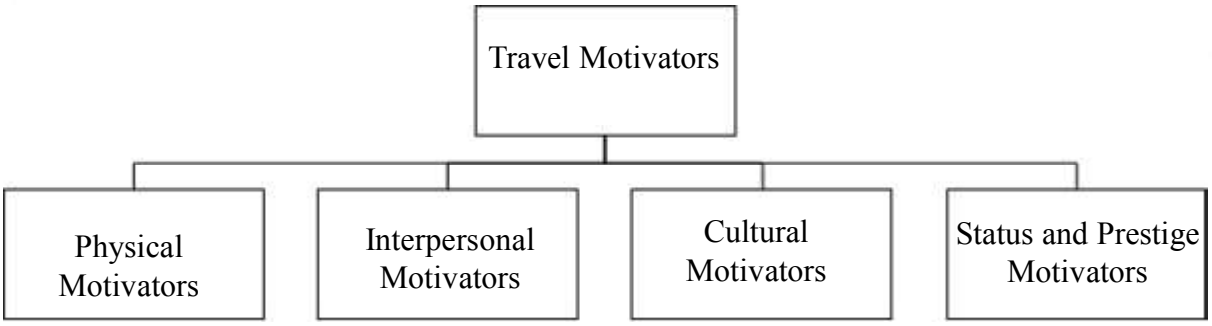
The following table describes the characteristics of the identified types of tourists.

Type	***Familiarity***	***Novelty***	***Others***
The Drifter	*Lowest*	*Highest*	*Highly adventurous, interacts and lives with the local community*
The explorer	*Lower*	*Higher*	*Prefers solo travel, congenial accommodation and dependable mode of transport*
The Individual Mass tourist	*Higher*	*Lower*	*Undertakes lone travel, follows a fixed schedule or itinerary (to some extent)*
The organised mass tourist	*Highest*	*Lowest*	*Follows a guided tour and a fixed itinerary.*

5.3.1.6 McIntosh and Goeldner Categorisation of Travel Motivation:

McIntosh and Goeldner (1984) in their theory have summarised all the former studies on travel motivation.

They have broadly classified tourist groups into four categories:



- ***Physical Motivators:*** Physical motivators are concerned with health and well-being. It includes rest, sports and recreational activities like climbing, hiking, swimming, undergoing treatments, attending yoga camps etc. In short, they are directly related to one's health.

- ***Interpersonal Motivators:*** Human beings are complex social animals that have the ability to exchange ideas, thoughts and values through language or other means of communication. Thus, interpersonal motivators include visiting friends and relatives, spending time with family etc.

- ***Cultural Motivators:*** The ardent desire to explore ideas, customs or social behaviour of another community or society fall under this category. For instance, tourists interacting with local community and learning about their dance forms, folk lore, history etc.

- ***Status and Prestige Motivators:*** The need for fame, recognition, respect amongst peers and society, self-fulfilment, ego enhancement, personal development and desire for continuation of education are covered under this category. It also includes travel for business or professional purposes.

5.3.1.7 IsoAhola's Motivation Theory

Iso-Ahola's theory states seeking (Inherent rewards) and escaping (from routine/ familiar environments) motivates people to travel. Iso-Ahola suggested that tourists tend to keep away from extreme situations like over-stimulation(mental or physical fatigue) and very little stimulation (boredom) and looking out for internal rewards and getting away from mundane routines.

IsoAhola's (1983) term, "recreational travel is a process of continuous interplay of two forces: to avoid one's daily environment and to seek novelty and other psychological rewards". Both these components have interpersonal and personal elements. They also act as a push force for the tourists meaning to break away from the usual place of residence.

The theory also suggests that people, at one point of time, interact with another community to achieve a desired level of satisfaction. This also involves cutting themselves from others or the people they already know.

The understanding of the theory has brought about two key words:

Escape: Meaning breaking away from the monotonous routine of everyday life.

Seeking: The desire to receive innate psychological and physical rewards from others or through solo travel.

5.3.1.8 S.C. Plog's Psychographic Model

In Plog's psychographic model, tourists are segregated on the basis of personality traits along a continuum, with Allocentrics on one end of the gamut and psychocentrics on the other. In the middle of the gamut lies the mid-centric. Apart from these three categories, tourist might fallinto near-allocentrics or near-psychocentrics, without falling completely in any of the extremecategories. Plog's model makes a specialty of describing the everyday evolution in a destination due to its recognition in the tourism marketplace stated as below:

A destination development moves through the model gamut from allocentrics to mid-centrics and then ultimately to psychocentrics.

- Allocentrics are the first to discover a new tourist destination, explore it and then recommend the destination to the fraternity through word of mouth (or social media)
- Near-allocentrics would be the first one to follow their lead.
- After near-allocentrics, the next set of potential tourists are Mid-centrics, who visit at a time when the destination has started to popularise and, on the path of becoming a mass tourist destination.
- By this time, allocentrics have developed somewhat an aversion for the destination, since it has lost its novelty and uniqueness. But some near-allocentrics might keep visiting the destination.
- Next group of tourists visiting the destination would be near-psychocentrics, who, by their nature, are willing to travel to popular places or the places they have heard of previously or been to before.
- The psychocentrics will be the final group to visit the destination, which has now become a mass tourism destination. The psychocentrics are safe travellers, who seek to travel to destination with suitable infrastructure facilities, accommodation, food and beverage services, entertainment facilities, etc.
- Gradually, as the destination's popularity declines, the number of tourists visiting the area also declines, resulting in disrupting destination economy and ultimately its demise.

Some of the characteristics of the tourist types are as follows:

i) ***Allocentrics:***

- A vacationer who seeks new studies and journey in a huge variety of sports. This person is outgoing and self-assured in behaviour.
- An Allocentric person prefers to explore new and uncommon regions before others achieve this.
- Allocentric experience meeting humans from overseas or one of a kind cultures.
- They prefer suitable lodges and food, however not necessarily contemporary or chain-kind inns.
- They are not committed to a structured itinerary. They make their personal preparations instead.

ii) ***Psychocentrics:***

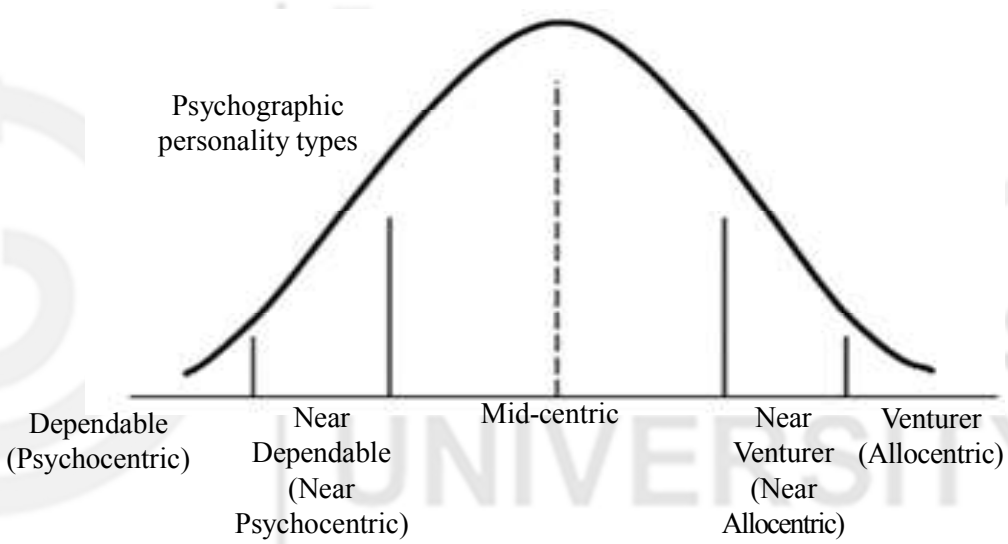
- A traveller falling on this category is typically non-adventuresome.
- They opt to go back to acquainted journey locations wherein they could loosen up and know what kinds of food and pastime to count on.
- Such travellers opt to drive to locations, stay in standard hotels, and eat at circle of relatives-kind restaurants.

iii) ***Mid-centrics:***

- This category of tourists covers those who swing among the above stated kinds. In other words, they swing among the Allocentric and Psychocentric.
- Such forms of Tourists are placed in the middle of the continuum in Plog's Psychographic Model.
- They have a balanced mixture of both persona based psychographic trends.
- They lean in neither the tried-and genuine course of the 'Psychocentric' nor the variety-seeking route of the 'Allocentric'

iv) ***Near-allocentric and near-psychocentric:***

- In addition, vacationers may fall into Near-Allocentric Near-psychocentric without falling absolutely into the extreme types of this model.
- After a vacation spot has been explored by the Allocentric, Near-Allocentric are some of the first major wave of adopters, while the Near-Psychocentric are most probable to try a vacation spot that has been visited numerous times.



source: plog (2011)

Uses of the model:

- Plog's model focuses on describing the standard evolution in a destination as a result of its popularity. As an area becomes extra crowded and industrial, it appeals to an exclusive target market with distinct tastes and choices. However, Plog also noted that such styles can be stimulated or changed via the intervention of planners, stakeholders, and choice-makers at the destination. For example, new points of interest or infrastructure improvement may additionally add a sense of freshness to an area, repositioning it in the journey marketplace.
- The idea of allocentrism-psychocentrism has been effectively employed within the components and layout of tourism development plans.

- The model has also been used as the basis for tourism promotional and communication strategies.
- Lastly, it has been utilised as a conceptual basis for developing marketing campaigns for various destinations.

5.4 LET US SUM UP

The unit discusses about the inherent characteristics of motivation and motivation process. Along with that, it reviews the various theories relating to travel motivation propounded by authors like Plog, Dann, Iso-Ahola et al. Human beings are complex organisms and their needs and aspirations vary from one another. Therefore, not one particular theory could suffice their behaviour analysis. Also, the purpose of undertaking travel varies across tourists like visiting friends and family, developing a skill, seeking education or just to break away from Mundane routine. Thus, we also got insight into the advantages of using models and how can they be beneficial for formulating tourism policies.

5.5 KEY WORDS

Communication: Process of exchange of information (verbally or non-verbally).

Drives: An urgent basic need pressing for satisfaction, usually rooted in some physiological tension, deficiency, or imbalance.

Goals: The object of a person's ambition or effort; an aim or desired result.

Hiking: An outdoor activity consisting of walking in natural environments, often in mountains and other terrain.

Motivation: Motivation is the experience of desire or aversion.

Motive: Inner state of mind that activates and directs our behaviour.

Need: A motivating force that compels action for its satisfaction.

Trekking: Trekking involves a long robust walk (hike) in wilderness for several days usually on non-designated paths.

Scuba diving: Scuba diving is a mode of underwater diving where the diver uses a self-contained breathing apparatus (SCUBA) for swimming underwater.

Stakeholder: Any group or individual who can affect or is affected by the achievement of the Organisation's objectives.

Tourism: Activities of people travelling to and staying in places outside their usual environment for not less than 24 hours and not more than one consecutive year for purposes such as leisure, business and recreation.

Tourists: A temporary visitor, intending to stay overnight at a destination away from his usual place of residence for purposes such as leisure, business or recreation.

5.6 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress A

1) Kindly refer Section 5.2

2) See Sub-section 5.2.1.1

Check Your Progress B

1) See Sub-section 5.3.1.3

2) See Sub-section 5.3.1.2

5.7 TERMINAL QUESTIONS

1) Explain the meaning and steps of Motivation process.

2) Highlight the main points of Maslow's Need Hierarchy Theory of motivation.

3) Explain the attributes of allocentric.

4) Explain the S.C. Plog's Psychographic Model.

5) Explain the Expectancy Theory.