PERCEPTION AND MOTIVATION

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PERCEPTION

PERCEPTION Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It is a cognitive process by which people attend to incoming stimuli, organise and interpret such stimuli into behaviour. Stimulus is any unit of input to any of the senses; examples of stimuli (i.e. Sensory inputs) include products, packages, brand names; advertisement and commercials. Sensory receptors are the human organs (the eyes, ears, nose, mouth and skin) that receive sensory inputs. These sensory functions are to see, hear, smell, taste and feel respective. The study of perception is largely the study of what we subconsciously add to or subtract from raw sensory inputs to produce a private picture of the world. Sensation is the immediate and direct response of the sensory organs to simple stimuli and advertisement, a package, a brand name. Human sensitivity refers to the experiences of sensation. The word Perception comes from the Latin words, “percipio” meaning “receiving, collecting, action of taking possession, apprehension with the mind or senses”.

Definition

“A process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment” Stephen P. Robbins. “Perception is an important meditative cognitive process through which persons make interpretations of the stimuli’s or situation they are faced with” Fred Luthans.

NATURE OF PERCEPTION

- Perception is the process by which an individual gives meaning to the environment.
- People ‘s actions, emotions, thoughts and feelings are triggered by their perceptions of their surroundings.
- Perception has been defined in a variety of ways; it basically refers to the manner in which a person experiences the world.
- Perception is an almost automatic process and works in the same way within each individual, yet it typically yields different perceptions.

FACTORS THAT INFLUENCE PERCEPTION

- Characteristics of the Perceiver
- Characteristics of the Target
- Characteristics of the Situation

CHARACTERISTICS OF THE PERCEIVER

Several characteristics of the perceiver can affect perception. When an individual looks at a target and attempts to interpret what he or she stands for, that interpretation is heavily influenced by personal characteristics of the individual perceiver.

The major characteristics of the perceiver influencing perception are:

- Attitude
- Motives
- Interest
- Experience
- Expectation
- Self-Concept

Attitude

The attitude and aptitude of employees influence perception formation. If they have positive attitudes towards the management, they directly perceive the stimuli given by management. In the case of negative attitudes, the employees suspect the management's approach. Employees
of high aptitude have a desire and attitude for growth. They behave positively toward the management of an organization.

Motives

The motives and desires of employees cause them to view stimuli differently as per their level and angle. Helpful motives of the employees will always assist the management. If they desire to develop themselves and the organization, they will perceive objects and situations positively. Employees having low motives will not work sincerely. The perception will differ depending on different types of motives.

Experience

The experience of employees results in different levels of perception. A young employee takes time to understand the object and situation. Experienced employees generally understand objects quickly and correctly. However, in contradictory situations, it is difficult to correct aged persons, whereas the young are easily molded towards achieving the objectives of the organization.

Expectation

Expectations distort perceptions. People see what they expect to see. If they see the object and the situation differently from their expectations, they get frustrated. They are unable to modify their behaviour. The employees may expect more pay and so they perceive the management from that angle. The real stimuli are not properly perceived if expectations exist there on. The management has to evolve expectations for proper perception.

Self-Concept

Another factor that can affect social perception is the perceivers' self-concept. An individual with a positive self-concept tends to notice positive attributes in another person. In contrast, a negative self-concept can lead a perceiver to pick out negative traits in another person. Greater understanding of self allows us to have more accurate perceptions of others.

CHARACTERISTICS OF THE TARGET

Characteristics in the target that is being observed can affect what is perceived. Physical appearance plays a big role in our perception of others. Extremely attractive or unattractive individuals are more likely to be noticed in a group than ordinary looking individuals.

Motion, sound, size and other attributes of a target shape the way we see it.

- Physical appearance
- Verbal communication
- Non-verbal communication
- Objects

Characteristics of the Target in Perception

Physical appearance

Physical appearance plays a big role in our perception of others. The perceiver will notice the target's physical features like height, weight, estimated age, race and gender. Perceivers tend to notice physical appearance characteristics that contrast with the norm, that are intense, or that are new or unusual.

Verbal communication

Verbal communication from targets also affects our perception of them. We listen to the topics they speak about, their voice tone, and their accent and make judgements based on this input.

Non-verbal communication

Non-verbal communication conveys a great deal of information about the target. The perceiver deciphers eye contact, facial expressions, body movements, and posture all in an attempt to form an impression of the target. Targets are not looked at in isolation; the relationship of a target to its background influences perception because of our tendency to group close things and similar things together.

Objects

Objects that are close to each other will tend to be perceived together rather than separately. As a result of physical or time proximity, we often put together objects or events that are unrelated. People, objects or events that are similar to each other also tend to be grouped together. The greater the similarity, the greater the probability we will tend to perceive them as a group.

CHARACTERISTICS OF THE SITUATION

Change in situation leads to incorrect perception about a person. The factor that influences the perception are:

- Time
- Work setting
- Social setting

Time

The situation in which the interaction between the perceiver and the target takes place has an influence on the perceiver's impression of the target. For Example, a person decked up for a party may not be noticeable but the same dress in office would be noticed distinctly, though the person has not changed.

Work setting

You would have very frequently heard people say that their manager is different during working hours and opposite while in a social setting.

Social setting

The strength of the situational cues also affects social perception. Some situations provide strong cues as to appropriate behaviour. In these situations, we assume that the individual's behaviour can be accounted for by the situation and that it may not reflect the individual's disposition. This is the discounting principle in social perception.

For example, you may encounter an automobile salesperson who has a warm and personable manner, asks you about your work and hobbies, and seems genuinely interested in your taste in cars. Can you assume that this behavior reflects the salesperson's personality? You probably cannot, because of the influence of the situation. This person is trying to sell you a car, and in this particular situation, he probably treats all customers in this manner.

MOTIVATION

Motivation is defined as inner burning passion caused by need, wants and desire which propels an individual to exert his physical and mental energy to achieve desired objectives.
Motivation is goal-directed behavior. People are motivated when they expect that a course of action is likely to lead to the attainment of a goal and a valued reward – one that satisfies their needs and wants.

Three Components of Motivation

- Direction: what a person is trying to do
- Effort: how hard a person is trying.
- Persistence: how long a person keeps on trying.

DYNAMICS OF MOTIVATION

- Motivation is triggered by the psychological tension comes due to the unfulfilled need and drive consumers to buy. Consumers strive consciously and unconsciously to bring down their tension by selecting goals in anticipation of fulfilling their needs. Basic idea of marketing is to identify and fulfil the needs.

- Marketers tend to fulfil unfelt or dormant needs. Basic needs of consumer do not change but the product fulfilling the need may change. A product-focused towards the consumer need ensures that companies remain in forefront of the search for new and effective solutions. This helps companies to survive and grow even in tough competition.

LEVEL OF MOTIVATION

- The level of motivation would depend on the intensity and urgency of need. Consumer motivational levels may vary from low to high depending on how important is that purchase. Besides, various Influences affecting consumers' buying include familiarity with the purchase, status factors and overall expense & value.

- Where fulfilment rewards are low, as with routine purchases like salt, sugar, tea, shampoo etc., motivation levels are also relatively low and involve little decision- making behaviour. On the other hand, with a complex, risky and emotionally-charged process such as buying a new car, the drive to achieve the best result is high.

MOTIVATIONAL BEHAVIOUR

- behavioural aspect of consumer motivation concerns the actions we take before purchasing and consuming goods or services. We might do a lot of research-evaluating alternatives, testing, and sampling before making a purchase decision. Marketers aim to gain the most impact and eventual sales by linking their products and services to clearly defined consumer needs and by understanding what motivates people to buy.
- “Motivation is the willingness to exert high levels of effort toward organizational goals, conditioned by the effort’s ability to satisfy some individual needs.” Stephen P Robbins
- “It is the desire within an individual that stimulates him or her to action.” George R. Terry
- “It is the way in which urges, drives, desires, aspirations, strivings or needs direct, control or explains the behaviour of human beings.” D.E. McFarland
- “It is a process of stimulating people to action to accomplish desired goals.” Scot

CONCEPT OF MOTIVATION

- Need: A need is a condition of lack or deficit of something required by the organisation/person.
- Motives: Motive is defined as an inner state that energises, activates (or moves) and directs the behaviourtowards certain goals.

TYPES OF MOTIVATION

The two types of motivation are:

- Intrinsic motivation
- Extrinsic motivation

Intrinsic motivation

Intrinsic motivation can arise from self-generated factors that influence people's behaviour. It is not created by external incentives. It can take the form of motivation by the work itself when individuals feel that their work is important, interesting and challenging and provides them with a reasonable degree of autonomy (freedom to act), opportunities to achieve and advance, and scope to use and develop their skills and abilities.

Extrinsic motivation

Extrinsic motivation occurs when things are done to or for people to motivate them. These include rewards, such as incentives, increased pay, praise, or promotion; and punishments, such as disciplinary action, withholding pay, or criticism. Extrinsic motivators can have an immediate and powerful effect, but will not necessarily last long. Now, let's move further and try to understand importance of motivation and its Characteristics of motivation.

CHARACTERISTICS OF MOTIVATION

- Motivation is a psychological phenomenon: It is the inner desire of an individual to achieve something more. More is the individual motivated better performance and organization relations.
- Motivation is a continuous process :Since need and desire are endless so the need is a continuous phenomenon if one need is satisfied the other need emerges
- Motivationiscausedduetoanticipatedperceivedvaluefromanaction:Perceivedvalueis the probability or expectancy. motivation= value × expectancy.
- Motivation varies from person to person and time to time :Motivation is different for different persons and it also varied according to time and place because wants are different for different people, according to time and places.

An individual is motivated by positive or negative motivation

- Positive motivation is based on incentives or rewards. Incentives can be monetary and non-monetary.
- Negative motivation is based on penalties, calling for explanation, threats, fear, etc. Fear of losing the job or promotion.

IMPORTANCE OF MOTIVATION

- High level of performance

Organizations must ensure that the employees have a high degree of motivation. A highly motivated employee put extra effort into work and have a sense of belonging for the organization. The efficiency of work will be improved, wastage will be minimum which will result in increased productivity, and performance level will be high.

- Low employee turnover and absenteeism

Low level of motivation is a root cause of low turnover and absenteeism. High level of absenteeism causes a low level of production, poor quality, wastages and disruption in production schedules. Increased turnover is disastrous for any organization as it puts a strain on the financial position of the organization due to additional recruitment, selection, training and development.

- Acceptance of organization change

Social change and technology evolution happens in the external environment have greater impact on the motivation of the employee. Management must ensure that the changes are introduced in the organization and its benefits explained to the employees so that there is no resistance to change and organizational growth is achieved. Re-engineering, empowerment, job enrichment, job rotation, the introduction of new technology and processes will go a long way to boost employee morale and achieve a high degree of motivation.

- Organizational image

Employeesarethemirrorsofanyorganization.Regulartraining&developmentprogrammes should be organized to keep employees updated with the latest skills. It will have a positive impact on the employees and the image of the organization will be improved. The high organizational image will contribute towards the brand image of the product and services the organization is marketing.

Thank You

Shamna Subaida Khalid
shamnaplpy@gmail.com